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BROADCASTING

Broadcast Advertising

Vol 14 • No. 5

WASHINGTON, D. C.
MARCH 1, 1938

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Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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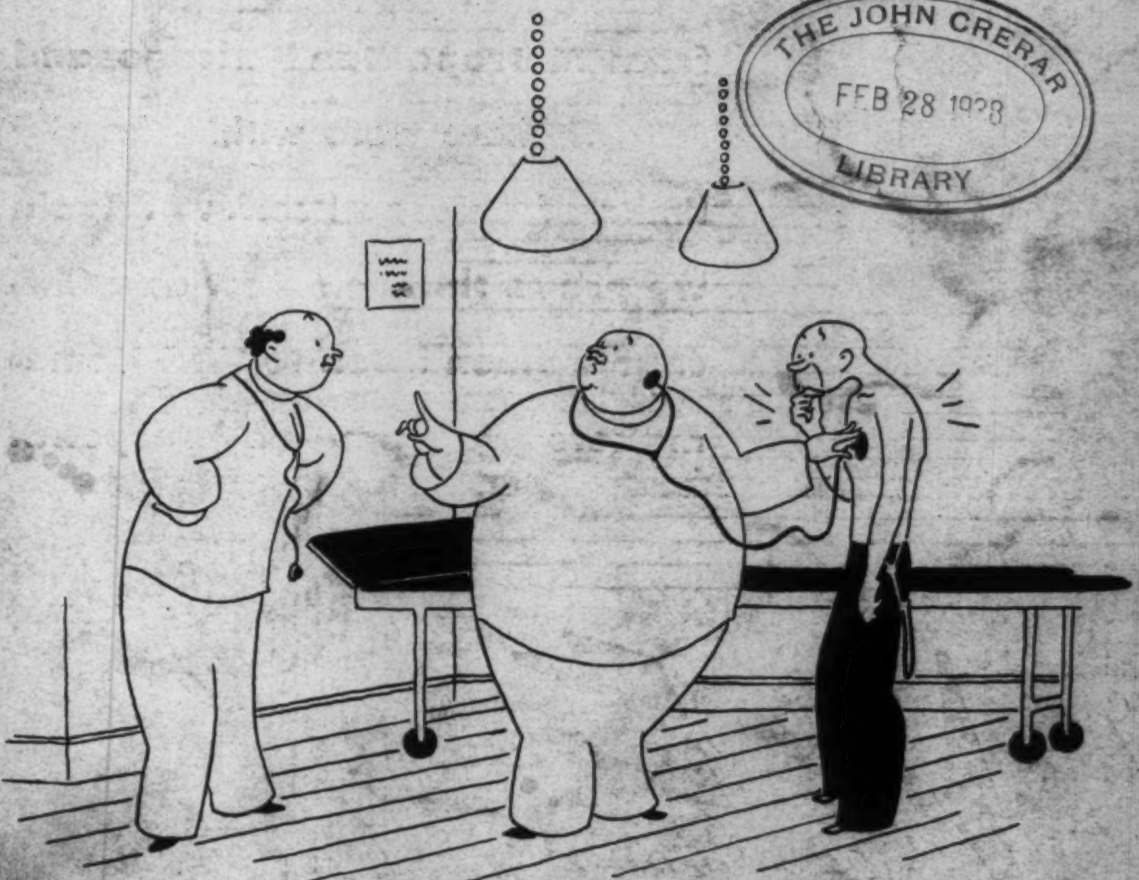
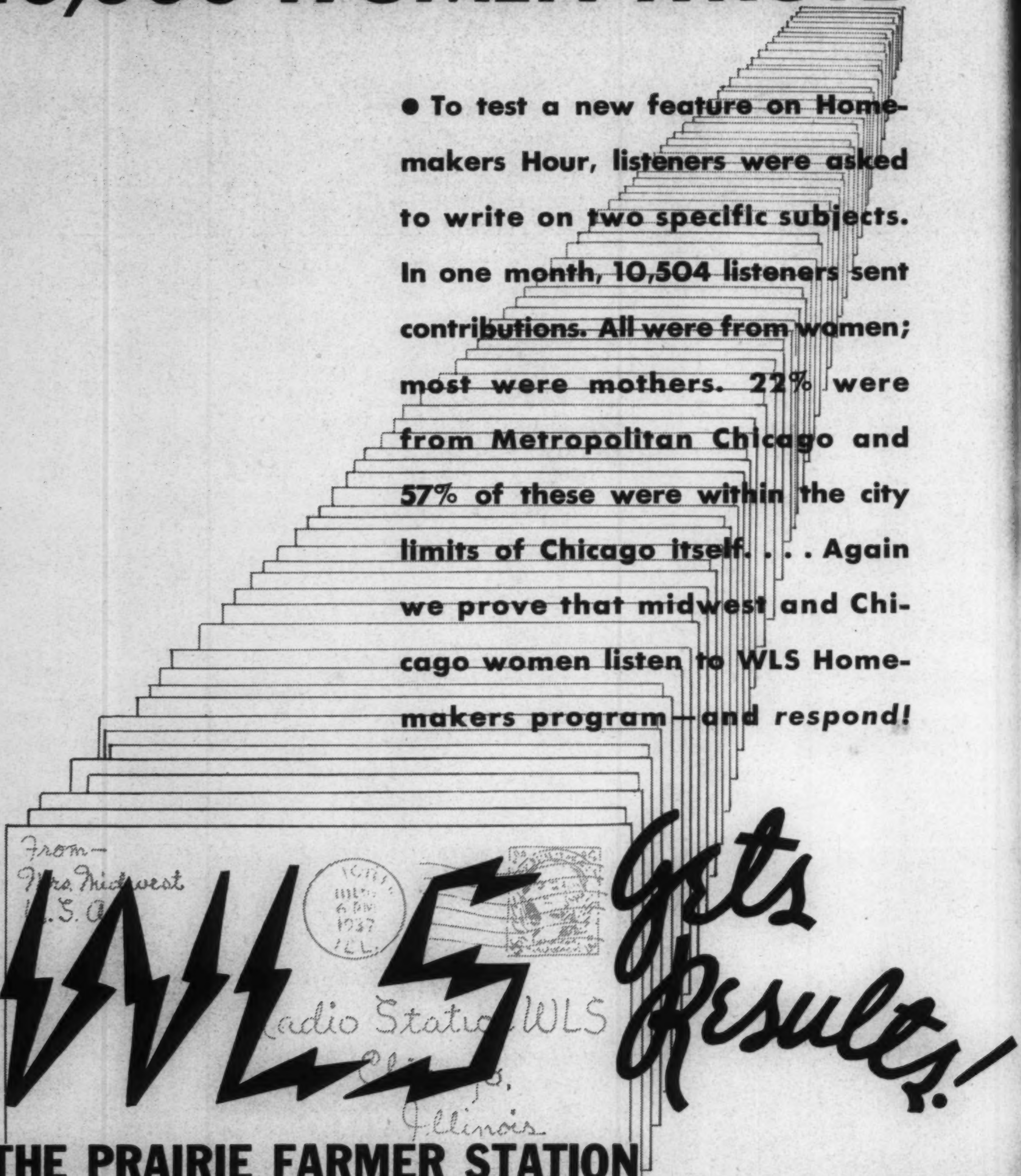


"I can't understand it . . . It keeps saying 'WOR Gets Results'"

10,000 WOMEN WROTE

● To test a new feature on Homemakers Hour, listeners were asked to write on two specific subjects. In one month, 10,504 listeners sent contributions. All were from women; most were mothers. 22% were from Metropolitan Chicago and 57% of these were within the city limits of Chicago itself. . . . Again we prove that midwest and Chicago women listen to WLS Homemakers program—and *respond!*


From—
Mrs. Midwest
U.S.A.
CHICAGO ILL.
6 PM
1937
Radio Station WLS
Chicago,
Illinois
WLS
Gets Results!

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President* • • • • **GLENN SNYDER,** *Manager*

National Representatives: **INTERNATIONAL RADIO SALES,** *New York, Chicago, Detroit, Los Angeles*

You're "On the Beam" to every New England Market

14 STATIONS

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell Lawrence
WLNH	Laconia
WRDO	Augusta

AVIATION pilots no longer fly their planes "by guess and by gosh." Science has provided the radio beam to give them their courses and guide them directly to their destinations.

Your sales campaign may have guidance that is just as certain. By broadcasting your sales message through the fourteen-station facilities of The Yankee Network you enable it to be carried directly to every major market area in New England.

No other group of stations offers such comprehensive, effective coverage.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Radigo

*RADIO GOES TO COLLEGE . . . *published January, 1938 by CBS. We will be glad to mail you this study on request.*

goes to College

TURN *where we may, investigate whom we will, radio is discovered an intimate and important and active part of daily living!*

College investigators, last Spring, at the request of the COLUMBIA BROADCASTING SYSTEM, studied the radio habits of college students. They found that over 95% of the students listen *regularly* to radio. Even more interesting is the amount of college-time spent listening to radio. The average male student reports listening 3 hours *each day*. The average woman student listens 2 hours and 52 minutes *each day*. This is remarkable when you consider what a busy person the undergraduate is! And conclusive evidence, once again, of how well radio reaches *everybody:* young and old—and class-markets as well as mass-markets.

The complete study* shows that America's million-odd undergraduates are remarkably like everyone else where radio is concerned. They are today's leaders of young people everywhere; tomorrow's leaders in business and society. And radio—*without special effort—without extra cost* reaches them *at the same time* it reaches the rest of the country. For *everybody* likes to listen!

But this is no surprise. It confirms the findings of radio advertisers—and other radio research. (A year ago the CBS study of "THE VERY RICH—AND RADIO" arrived at much the same conclusion as the college-study. Like everybody else, the Very Rich also like to listen—and do!)

Yet, in the cloistered halls of learning we unearthed fresh material on a fine point. Everyone knows a few people who habitually do more than one thing at a time. Such people read while they eat, write while they telephone and—if they're at college—they study while radio-listening. But not *all* people double-up their activities. If we take the undergraduate as a guide, we find that *most* people prefer doing *one* thing at a time. Of the 2,487 college students interviewed, 61.3% stressed the fact that they do *not* listen to their radios while studying. But there's another simpler way of determining *how well* people concentrate when they listen to radio. Make a deliberate mistake of any kind on the air. Or make an offer. You will then quickly learn, from billowing bags of mail, just how intently the average listener listens when his radio is tuned-in! And *that* is a basic reason for radio's brilliant record of success.

THE COLUMBIA BROADCASTING SYSTEM

Now Full Time in Pennsylvania's 3rd Market

Serving the rich Wilkes-Barre-Scranton Metropolitan District (Pennsylvania's 3rd Market) since 1922, WBAX is pleased to announce that it expands to full time operation this month. That means day and night opportunity for national advertisers to tell their story to 480,000 in Luzerne County (Wilkes-Barre) alone.

●

SIXTEEN years of continuous high-calibre broadcasting in the Wilkes-Barre-Scranton Metropolitan District have established WBAX as the favorite station. Its listener popularity, advertising effectiveness are well known to agencies and advertisers. This month WBAX enhances its value with *full time* operation.

Market: Coal is the principal resource of the Wilkes-Barre-Scranton Metropolitan District. In Luzerne County coal mining gives employment to 50,000 men, with a payroll of $60,000,000. 40,000 workers are engaged in a variety of manufactures, from locomotives to lace curtains, with an additional $35,000,000 in buying power. 160,000 persons are employed in other enterprises; their wages exceed $60,000,000.

Station Equipment: WBAX transmitter equipment is 100% Western Electric. The latest type RCA studio and turntable equipment is used in the control room. The library includes NBC Thesaurus, Standard Radio. The WBAX artist bureau has available 100 capable performers.

Station Coverage: Measurements made by Glenn D. Gillett reveal that WBAX serves the densest population in the District with a signal strength of at least 2,000 microvolts, and 90% of the population of the district with at least 500 microvolts.

WBAX

The Stenger Broadcast Service

WILKES-BARRE, PA.

H. A. Seville, Manager

1210 Kilocycles 100 Watts Full Time

No Summer Slump

out here!

GLACIER
Pacific Ocean

Map by courtesy of All-Year Club of Southern California

SOUTHERN CALIFORNIANS spend their entire lives without ever learning about "seasonal variations". And no wonder. Out here, seasons simply *don't* vary. There is no summer business slump. But there is a summer business boom . . . which is your cue for entering this prosperous market *now.*

> *The All-Year Club of Southern California reports that, last summer, over a million out-of-town people came to the Los Angeles area and spent over $112,000,000 while they were here!*

That's $112,000,000 *extra buying power . . .* tourist dollars that stimulate every line of business, in addition to those which cater especially to travel trade.

That is one reason why alert advertisers concentrate on the Los Angeles market, *all seasons.* They can effectively use radio advertising twelve months of the year. And they do!*

This extra buying power—added to the already active buying power of the rich Los Angeles market—offers advertisers an opportunity to *start new campaigns* in mid-summer; to *test* programs during summer months (and make *extra* sales in the testing) during dull days in other parts of the country. And for all these activities, KNX offers incomparable facilities. It is California's *first* radio station.

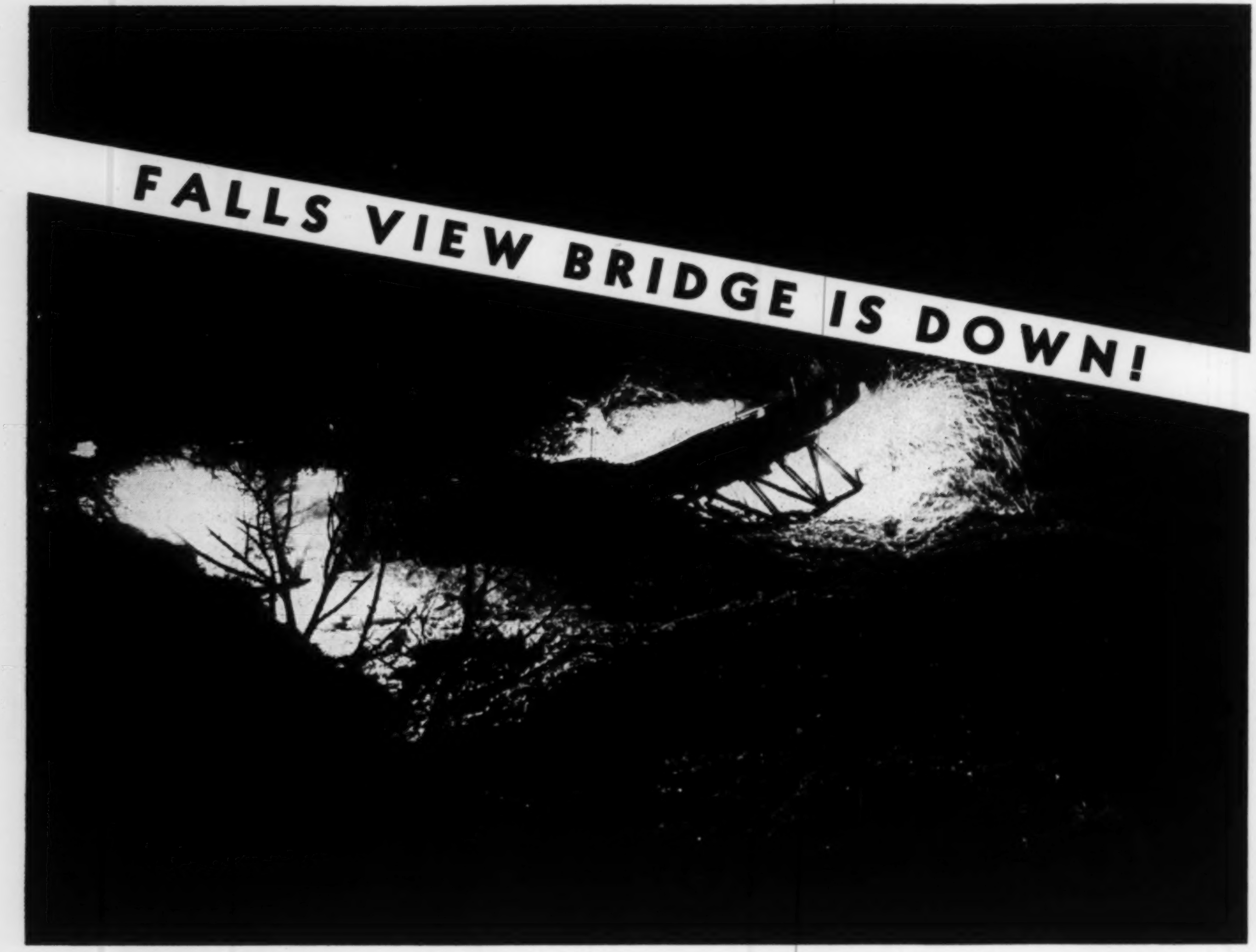
KNX

LOS ANGELES

50,000 WATTS. Owned and operated by THE COLUMBIA BROADCASTING SYSTEM, INC. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco, Birmingham.

KEY STATION: COLUMBIA PACIFIC NETWORK

**KNX's average billing for June-July-August is within 10% of the year-round average billing.*



BBC's *audience goes up!*

● On January 26th ice jams threatened historic Falls View bridge and WGR-WKBW announcers were rushed to the spot to give listeners in Buffalo and Western New York an on-the-spot description. From the time that the bridge was first endangered until excitement over the actual collapse had subsided, there were 16 broadcasts through WGR and WKBW. One of them was fed to the Columbia network with announcers Cliff Jones and Jack Gelzer the last two men on the bridge before it fell to the ice below.

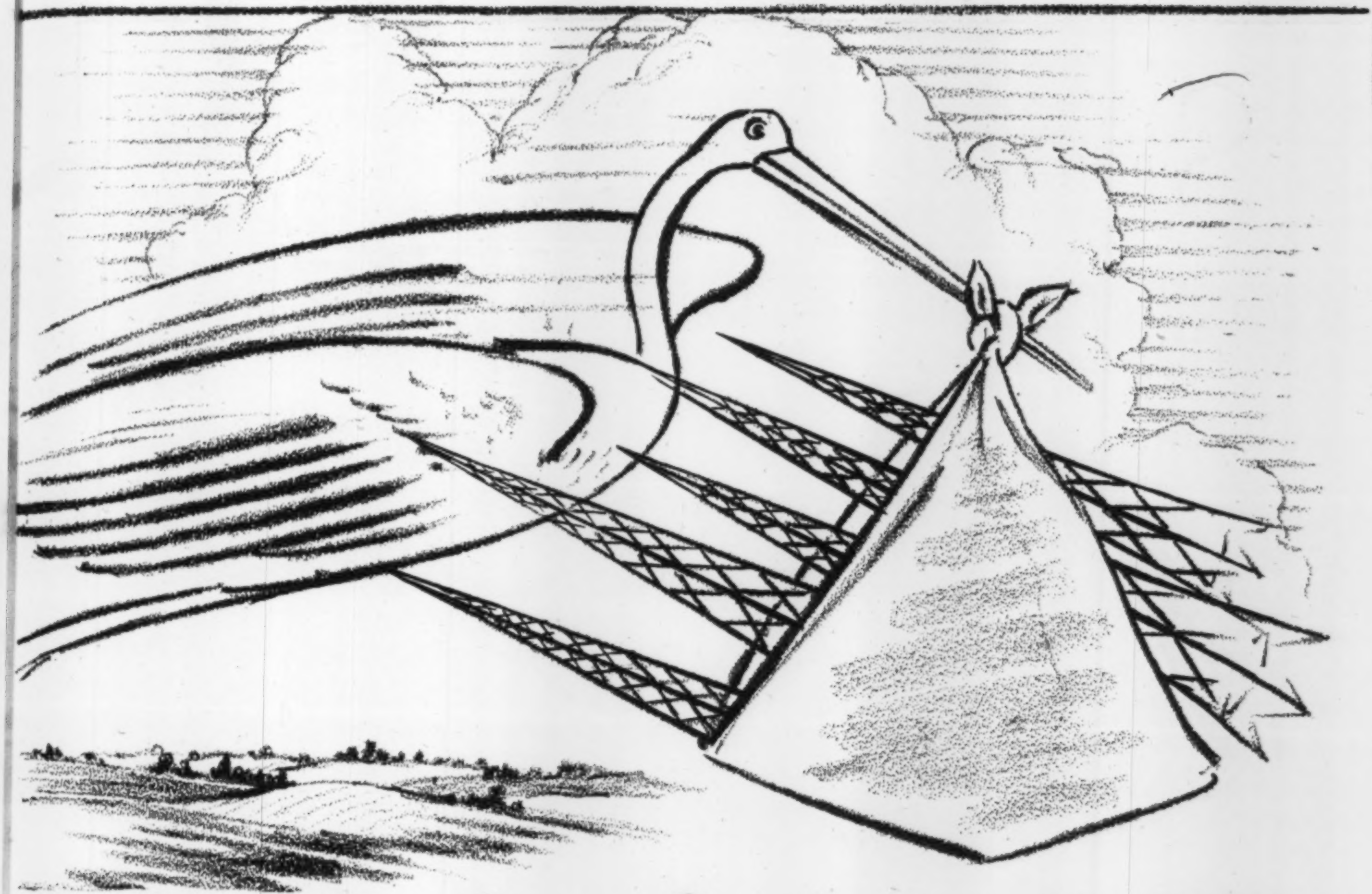
That, however, is not the end of the story of the bridge that went down and the radio audience that went up.

Fearful that wreckage of the Falls View bridge would damage power plants on the banks of the Niagara River gorge, authorities decided to dynamite on Friday, January 4th. No announcement of the plan was made, but BBC's Special Events Department received word early in the morning. Again announcers and technicians were sent to Niagara Falls. Crowds began to form and the dynamiting was postponed from hour to hour. It was not until 2:27 o'clock the following morning that the blast—heard in Buffalo 23 miles away—was finally discharged. The WGR-WKBW staff had waited 17 hours to transcribe the event. It was worth it.

Played on the air the following morning, the dynamiting of the bridge brought an avalanche of telephone calls, hundreds of requests for repeat broadcasts by transcription.

WGR and WKBW are constantly on the alert for broadcasts of transcendant local interest. Those are the broadcasts that build habitual listeners to Buffalo's stations at the ends of the dial.

BBC



WMAZ *has had quintuplets!*

AUTHORITY HAS JUST
BEEN GRANTED FOR AN
INCREASE TO. . . .

5,000 WATTS

WMAZ has always done a peach of a job in Georgia—Now it will do a "peacharino".

With the New power (5000 Watts), WMAZ will increase its good service range to include thousands of radio homes that do not receive satisfactory service from any other station.

It's a peach in the heart of Georgia—and a MUST for complete coverage of the state's second largest trading area.

Macon **WMAZ** *Georgia*
CBS
E. K. CARGILL ☆ GENERAL MANAGER

SWELL GUY THAT FELLOW JONES

. . . to know a man better, listen to his neighbors

Want the low-down on a man? Talk to his neighbors. Get an earful of what's said about him up and down the street, at his club, on the golf course.

And the same goes in the world of radio. For the real "McCoy" on a radio station, get an earful of what *local* advertisers have to say. Watch where they spend radio dollars in their own bailiwick.

Last year, advertisers in our neighborhood bestowed upon us a total of one hundred eighty-nine local accounts, the largest number of any station in this district. And the time they bought and paid for, plus that of one hundred nine national accounts, gave us the largest total dollar volume of all Northern Ohio radio stations.

Excuse our blushes, but we must admit we're proud of the way we rate with our neighbors. And, may we add . . . the Friendly Station does just as much to earn the praise of the out-of-towner as we do for the home-towner.

W·G·A·R

CLEVELAND'S FRIENDLY STATION

Member Columbia Basic Network

John F. Patt, Vice-President and General Manager
Edward Petry & Company, Inc., National Representatives

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 5 WASHINGTON, D. C., MARCH 1, 1938 $3.00 A YEAR—15c A COPY

Vital Changes in FCC Control Foreseen

By SOL TAISHOFF

Networks Appear to be Most Affected; Hearings Likely; Clear Channels, Monopoly, Net Contracts Included

ACTION contemplated by the FCC in the next few weeks, plus that envisaged by the revamped NAB, portend changes on both sides of the microphone of far-reaching effect. A cycle of proposed new regulations to govern various phases of broadcasting, which will result in an epidemic of hearings, definitely is in prospect, with the brunt to be borne by the networks.

The NAB convention in Washington a fortnight ago provided the springboard for the FCC in disclosing plans to inquire into the network structures. Simultaneously it was developed that the whole question of station leases, absentee ownership and management contracts is being studied by the FCC legal staff, with the implied blessing of members of the Commission itself.

Stymied now by hearings on telegraph rate increases which are consuming practically all of the Commission's time, the FCC nevertheless is on the brink of promulgating new regulations designed to govern broadcasting. These proposed regulations probably will be sweeping, because they will be based on terms of the Havana allocations agreement. Duplication of network programs, long a sore-spot, also would be covered, it is hinted, with definite limitations on such duplication by affiliates.

Commission Delay

It had been planned to announce the proposed new rules by March 1. But the Commission hasn't been able to meet a deadline on anything of real moment in many months, mainly because of the mass of detail involved in its operations. Now, with the telegraph rate hearings likely to continue until mid-March, there appears little likelihood of promulgation of the rules until sometime after that date.

The new rules would simply serve as the broad base for hearings at which all parties in interest would be given the opportunity to present their views and to criticize provisions which appear out of line. Presumably, the hearings would be set just one month after the promulgation of the proposed new regulations, to comply with the minimum requirements of the law.

Chairman Frank R. McNinch, in his powerful address before the NAB convention, promised he would offer a proposal for investigation of the entire network structure, going into rates and station contracts as well as developments that may tend toward "monopoly"—in fact, going into the whole subject of network operation. He hasn't yet gotten around to presentation of his proposal to the Commission, and probably won't until after the telegraph rate hearings have been concluded.

If Chairman McNinch believes a monopoly does exist, he has not so stated publicly. He has, however, indicated that he does not feel that sufficient competition exists. He also has been inclined to deprecate multiple ownership of stations, and in that connection has looked into network station ownership.

A Battle for Clears

It appears at this writing that clear channels are in for a stiff battle before the FCC in connection with the impending new allocations to be worked out in conformity with the Havana treaty. Present regulations prescribe 40 clear channels, though about a dozen are duplicated and thereby are rendered non-clear. The Havana treaty specifies 32 exclusive channels for this country, of which 25 would be classified as 1-A—earmarked for possible use of superpower beyond 50,000 watts.

Chairman Wheeler (D-Mont.), of the important Senate Interstate Commerce Committee, pounced on clear channels in his address before the NAB convention, which preceded the speech delivered by Chairman McNinch. He said they might be desirable in a "few" instances, but he advanced the general view that they are not essential. Chairman McNinch made no flat statement, but he concurred wholeheartedly in the views advanced by the Senator, thus inferentially placing himself on record as opposed to anything like the 25 Class 1-A channels proposed in the Havana treaty.

Commissioner T. A. M. Craven, however, likewise in his address before the NAB, came out strongly for clear channels, though not for superpower, and predicted dire consequences if rural listeners de-

(*Continued on page 60*)

A System of Governmental Superpower Broadcast Stations?

By MARTIN CODEL

THOUGH it is still only in the "thought" stage, a quiet but determined movement is under way in Washington, with certain high New Deal officials leaning toward it, to establish a group of superpower broadcasting stations in the United States operated by the Government to give country-wide coverage with programs originating in Government departments.

Power of 500,000 to 1,000,000 watts is suggested, the stations to be assigned to clear channels in the broadcast band. The idea is that such a system would parallel private broadcasting stations, upon which the Government must now depend for its program outlets. Just how the channels would be cleared in the already overcrowded broadcast band, is not indicated—but it is a certainty that such a project would inevitably mean the expropriation of some of the existing channels and the consequent crowding of many stations off the air or onto other wavelengths.

From reliable sources, BROADCASTING has learned that conversations have been held with President Roosevelt broaching the idea. The President's attitude is not known, but it is regarded as highly unlikely that he would attempt such a radical departure from the present system of broadcasting in this country without consulting technical and legal advisors, as well as members of Congress who would be called upon to frame legislation and provide appropriations.

Cabinet Officers Interested

As far as can be learned, the plan revolves largely around Harold Ickes, Secretary of the Interior, whose department's magnificent new building in Washington includes thoroughly modern broadcasting studios; Henry A. Wallace, Secretary of Agriculture, whose department and its multifarious divisions are perhaps the largest users of time at present over existing stations and networks, and Henry Morgenthau, Secretary of the Treasury, whose department has used free time on the air to promote bond sales with excellent effect even while buying advertising space in magazines for the same purpose.

With them, it is understood, the project is still merely an "idea". Just who is its real author, and just who advised them on the technical feasibility of the project, is not known. FCC Chairman McNinch, it is said, has been approached—and his attitude is also unknown. He declined either to confirm or deny the report when it was broached Feb. 23.

Assuming as a mere guess that President Roosevelt was "sold" on the idea, the assumption also is that he would ask the FCC to work out the details. One of the basic reasons advanced for the proposal is not merely that it would provide an outlet for governmental broadcasts but that such a series of superpower stations, covering the country, could be impressed into service instantly in time of war or national disaster.

That the broadcasters as a whole would rise up in arms against such a project, is a certainty. That Congress would prove an obstacle, with Republicans and dissident New Dealers alike raising the cry of dictatorship along European lines, is also certain. The chief argument would be that the New Deal was seeking to perpetuate itself by means of a radio propaganda machine paralleling the enormous press-mimeograph establishment it has already created.

Radio by the American Plan, as former Senator Dill used to call it, would not be without its supporters on Capitol Hill despite the woeful lack of leadership it has displayed so far and its failure to tell Congress and the people the story of its real achievements. For example, Senator Wheeler at the recent NAB convention told broadcasters that he favored the American system of private competitive enterprise as against Government operation.

On the basis of Senator Wheeler's remarks before the convention, in which he took occasion to say in effect that he abhorred the way of the dictator countries, where radio is almost instantly taken over to be used as an instrument of the party in power, it is fair to assume that he would oppose the idea. In view of his strategic position as chairman of the Senate Interstate Commerce Committee, and recalling his successful fight against the court packing bill, which led him to break with the President, it is apparent that he would be a key figure whom the project's sponsor would have to enlist to put over the scheme.

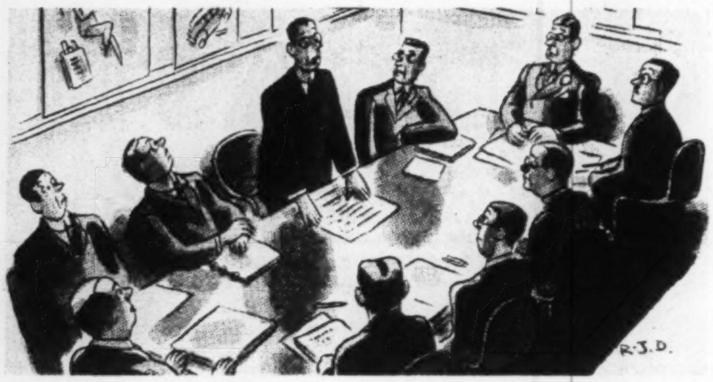
"Blocks of Time"

An alternate proposal said also to emanate from high government quarters contemplates the reservation of "blocks of time", or fixed hours per day on network and station schedules, to be devoted to governmental broadcasts. This may be urged in lieu of the "superpower chain" project to avoid the government's advent into radio on its own. The "block of time" suggestion has frequently been made, especially on the approach of elections.

Senator Wheeler's chief complaint against broadcasting today is high power, clear channels, absentee and multiple ownership and "monopoly". It is not against private ownership. When it is considered that 600 or more of the approximately 700 stations in the United States are in the hands of entirely distinct and separate individual or corporate entities, the monopoly issue would probably be pursued by him along different lines from Government operation of a system of outlets parallel to private stations.

Superpower Seems Unlikely

As events are now taking shape in Washington, it seems apparent that the temper of the administration and Congressional leaders is opposed to more superpower stations—unless, indeed, the advocates of government superpower succeed in getting somewhere with their "idea". If the advocates of a governmental superpower chain come into the open with their idea, the high-power proponents will assert that what is sauce for the governmental goose is sauce for the private gander. Thus the whole superpower issue might become one of whether the Government or the private operators should provide the service—an issue that seems unlikely to break out for a long time, judging from the generally favorable attitude in the past of the administration and Congress toward the present system of radio operation in this country.



Courtesy of The New Yorker

"Our survey shows, gentlemen, that 4,694 typical housewives endorsed Snackies, 13,873 typical housewives hadn't heard of Snackies, and I regret to report that 1,433 typical housewives told our representative to go to hell."

Radio to Get Big Share of $1,250,000 In Intensive Drive to Sell Used Cars

WITH the automobile industry embarking on a tremendous cooperative used car drive from March 5 to 12 inclusive, radio figures prominently in the promotional plans.

The Automobile Manufacturers Association and the Ford Motor Co. jointly have made available a fund of $1,250,000 for advertising of National Used Car Exchange Week. Of this money, a good-sized share will go into 400 radio stations, which have been scheduled for 18 spot announcements of 100 words each.

In addition, the manufacturers anticipate that local dealerships will dip heavily into their own advertising appropriations for development of sales during the week—all of which will add to the share of radio and other media. There is no compulsion on the dealers, however, to participate in the drive in any way, although a virtually complete tieup is anticipated at every dealer point.

Break Used-Car Jam

The drive has as its aim the unlocking of the used car jam which has hindered new car sales since the turn of the year. The automobile executives explain that as long as the dealer's money is tied up in used cars, as it now is, he will be loath to trade on a basis which will interest new car prospects. In Detroit the used car tieup is seen as one of the most aggravating causes of the present difficulties of the auto industry.

With every manufacturer in the industry tied into the drive—something unprecedented in automobile circles — all automotive agencies are sharing the burden proportionally. The money for the drive was raised by assessment on the various manufacturers in proportion to their sales during 1937, and the understanding is that the agencies will receive commissions on about the same basis, even though the work of developing the campaign may have been divided somewhat differently.

Radio time has been placed by these agencies: Brooke, Smith & French Inc., Grace & Bement, Inc., Geyer, Cornell & Newell Inc., Roche, Williams & Cunnyngham Inc., J. Walter Thompson Co., U. S. Advertising Corp. and Young & Rubicam, Inc.

The other agencies participating in the drive include Lee Anderson Advertising Co., N. W. Ayer & Son Inc., D. P. Brother & Co., Campbell-Ewald Co., J. Stirling Getchell Inc., Arthur Kudner, Inc., McCann-Erickson Inc., MacManus, John & Adams Inc. and Ruthrauff & Ryan Inc.

These agencies represent the manufacturers of these cars: Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Ford, Graham-Paige, Hudson, Hupmobile, LaSalle, Lincoln and Lincoln-Zephyr, Nash, Olds, Packard, Plymouth, Pontiac, Studebaker, Terraplane and Willys-Overland.

Studebaker Sales Corp., South Bend, will use 70 stations in its used-car campaign placed by Roche, Williams and Cunnyngham. The series will consist of one-minute live announcements twice daily for nine days.

Allis-Chalmers Expands Disc Series in Midwest

ALLIS-CHALMERS MFG. Co., Milwaukee (farm equipment) on March 1 was to start two weekly quarter-hour programs on WORK, York, Pa.; KFH, Wichita; WEBQ, Harrisburg, Ill., and six weekly quarter-hour transcribed programs on KGLO, Mason City, Ia. In addition spot announcements six days weekly were to start March 1 on KCRC, KFCQ, KFRU, KMMJ, WFMD, WHAM, WMBD, WIBA, WCCO, WNAX, WORK. On March 12 Allis-Chalmers will start a weekly show, *Family Party*, on 23 NBC-Red and Blue stations west of Chicago, Red stations being used west of the Rockies and Blue stations east of the Rockies, using the 9:30-10 p. m. (CT) period.

On Jan. 15 a half-hour on the WLS, Chicago, *Barn Dance* started while on Feb. 19 a half-hour on the *Grand Ole Opry* of WSM, Nashville, as well as *Renfro Barn Dance* on four Mutual stations—(WLW, WHK, WHKC, CKLW)—was begun. Three weekly quarter-hour programs on WIBW, Topeka, and five weekly quarter-hours on WTAD, Quincy, Ill., started Feb. 1.

The MBS series is handled by Russell M. Seeds Co., Chicago, with Bert S. Gittens, Milwaukee, placing all other Allis-Chalmers advertising.

Superpower Issue To Be Considered May 16 at Hearing

Economic and Social Phases, WLW Status Are Involved

THE long-awaited hearing on the 16 pending applications for superpower has been tentatively schedfiled by the FCC for May 16.

The whole issue of superpower, including economic and social aspects, will be invaded in these hearings. Presumably, the brunt of this testimony will be borne by WLW, Cincinnati, which for three years has operated experimentally with 500,000 watts and is an applicant along with the other stations for authority to use this power on a regular basis.

Whether the May 16 hearing date will hold is not yet certain. It may be found necessary to defer the date, either on the Commission's own motion or on motion of station applicants, to make the necessary preparations. Because of the large number of applicants and the tremendous amount of data likely to be put into the record, the hearings may run for a fortnight or possibly longer. It has not yet been decided whether the hearings will be before an examiner or before the Commission en banc. The latter course seems likely.

Deny WLW Petition

Designation of the hearing date came coincident with an FCC action announced Feb. 23 denying the petition of WLW for review of the action taken by an individual commissioner in January in setting for hearing the WLW experimental application for extension [BROADCASTING, Feb. 1].

Under this action the WLW experimental application, together with its application for regular authority for 500,000 watts power, presumably will be considered. Present regulations prescribe that the maximum regular power permitted on clear channels be 50,000 watts. Under the Havana treaty, however, the specifications for Class 1-A channels which are the first category, are that minimum power of 50,000 watts shall be used with no maximum limit set.

Applications for 500,000 watts that would participate in the hearing, in addition to WLW are WHO KFI WGN WSM WSB KDKA KNX KSL WBZ WGY WHAS WJR, WJZ WOR WOAI.

Gruen Discs Placed

GRUEN WATCH Co., Cincinnati, on April 1 starts a weekly half-hour dramatic show featuring Warner Bros. talent. Transcriptions, made in Hollywood by Transamerican Broadcasting & Television Corp., will be placed on 23 stations affiliated with Transamerican. McCann-Erickson, New York, is agency.

PAUL T. CHERINGTON has resigned as president of Market Research Corp of America, New York, and will continue his marketing operations under his own name from offices in Rockefeller Center. Percival White has resumed presidency of MRCA and other officers remain the same.

Full Time for WOV and WPG With 5,000 Watts Is Sought

WBIL Would Be Discontinued Under Plan Which Follows Three Years of Negotiations

SIMULTANEOUS applications were filed with the FCC Feb. 25 whereby both WOV, New York, and WPG, Atlantic City, would become 5,000-watt full time outlets in lieu of their present time-sharing arrangement.

The culmination of more than three years of effort to solve one of the radio's knottiest allocation problems, the applications provide for the deletion of WBIL, New York station which was formerly operated by the Paulist Fathers and which last year was sold to Arde Bulova, New York watch manufacturer, who also owns WOV. Upon FCC approval of these shifts, the Paulist Fathers would collect the final installment of $125,000 on the $275,000 price paid by the Bulova interests for the former WLWL, now WBIL.

The Three Applications

Following are the applications:

WPG, Atlantic City municipally-owned station and a CBS outlet filed for full time on the 1130 kc. channel, relinquishing its time-sharing assignment on 1100 kc. It specifies use of a directional antenna protecting KSL, Salt Lake City, dominant station on 1130 kc., and WJJD, Chicago, also operating on the wave, as well as WDEL, Wilmington, operating on the adjacent channel of 1120 kc.

WOV, now operating on the 1130 kc. channel limited time with 1,000 watts power, applied for full time on the 1100 kc. channel with 5,000 watts power day and night, with the consent of WBIL, which now uses two hours nightly on the 1100 kc. channel.

WBIL filed an application to authorize it to discontinue operation, contingent upon the grant of the application of its sister station, WOV, for full time on the 1100 kc. channel.

The applications were filed by Harold A. Lafount, former member of the old radio commission and now directing head of the Bulova radio interests, for WOV and WBIL, and by Norman Reed, manager of WPG, for the municipality of Atlantic City.

WPG has been seeking full-time operation for a number of years because under its time-sharing setup on the 1100 kc. channel, it has been required to relinquish the hours between 6 and 8 p. m. to the former Paulist station, WLWL, thus making the station a difficult financial venture.

Horace L. Lohnes, Washington attorney, is representing the Bulova interests, WPG is represented by Frank J. Wideman, of Washington.

KSL, operated by the Mormon Church, is understood not to object to the full-time assignment of WPG on its 1130 kc. channel in view of the directional antenna system which will protect it. The same is true it is learned, in the cases of WJJD and WDEL.

Since the FCC is conversant with all the details involved in the transaction, these applications may conceivably be granted without hearing. There appears to be no opposition in any quarter.

Series of Negotiations

Contingent upon FCC approval, the new full-time WOV in New York will use the 5,000-watt transmitter of WBIL, since that station would discontinue operation. WOV and WBIL now are using the same studios.

Purchase of WBIL from the Paulist Fathers last year by Mr. Bulova culminated one of the worst situations to develop in the industry. An arrangement originally had been made whereby the Paulist station was to have been sold to CBS, presumably as a second outlet in New York to take the overflow of WABC business. This, however, did not materialize. Mr. Bulova first purchased WOV from the late John Iraci for $300,000, afterward purchasing WLWL for the $275,000 figure, the last installment of $125,000 to be paid only upon approval by the FCC of an arrangement whereby WOV would become a full-time outlet through deletion of WBIL and the necessary frequency shifts and consents.

With WOV as a full-time station in New York, it is presumed the Bulova-Lafount interests will project an eastern seaboard network which is now functioning on a partial basis between New York and Boston and which also includes WPEN, Philadelphia. This system now operates under the name International Broadcasting System and embraces several Bulova stations along the route. Miss Hyla Kiczales, general manager of WOV, is directing the activities of this partial network operation.

THE TAX BURDEN

Imposts of All Sorts Borne By Broadcasters

REVIVAL of talk about a "wattage" or franchise tax on broadcast stations has led to a recapitulation of average taxes now paid by broadcast stations and networks. In the Federal classification, these include:

Capital stock; normal income; undistributed profits; excess profits (if any); Social Security covering unemployment tax on payroll, payable by employers; Old Age, payable by employes.

State taxes include: franchise; income; real property; personal property; money and credit; gross receipt; sales; use (state tariff); corporate.

In addition, there are the miscellaneous taxes paid on telephone and telegraph messages, radio sets, phonograph records and the like, along with taxes paid by employes generally.

No estimate has been reached on the amount paid out in taxes by broadcast companies as a weighted average. It is believed, however, that it figures around 30%, all things considered.

Hearings May Be Held on Boylan Plan To Load Heavy Wattage Tax on Stations

NEW LIFE was breathed into the Boylan station tax bill (HR-6440) on Feb. 23 when Rep. Thompson (D-Ill.) announced that a House Ways & Means subcommittee, of which he is chairman, will hold hearings on the proposed legislation, possibly in a month.

Rep. Thompson told BROADCASTING he was taking this action at the specific request of the author of the measure, Rep. Boylan (D-N. Y.). He said he had reached no conclusion as to the merits of the bill.

Introduced in the House April 15, 1937, the bill provides for a graduated tax on radio stations according to their wattage.

A tax of $1 per watt is proposed for stations using between 100 and 1,000 watts, $2 per watt for stations with power in excess of 1,000 watts, and $3 per watt on stations in excess of 10,000 watts. Government-owned stations, either Federal, State or local, are exempt from the tax, as are stations which are "operated exclusively for nonprofit purposes and broadcasting unsponsored programs."

Seeks Federal Reports

Chairman Robert L. Doughton, of the House Ways & Means Committee, has requested reports from the FCC and the Treasury Department on the wattage tax measure. Mr. Doughton, however, said this does not indicate his committee will consider the bill at this session.

"If a subcommittee wishes to hold hearings on the measure, I will, of course, have no objection," Mr. Doughton asserted. "But in my opinion this bill will not be considered by the full committee at this session."

If no action is taken on the Boylan bill, it automatically dies with the ending of the Congress but can be reintroduced in the new Congress next year.

Chairman Pat Harrison, of the Senate Finance Committee, would not comment on the Boylan bill. "It has not been called to my attention," he said.

Chairman Frank R. McNinch, of the FCC, said he was not familiar with the provisions of the Boylan bill but that he did favor a "reasonable tax" on broadcasting stations which would compensate the Government for FCC expenditures. The Independent Offices supply bill for the next fiscal year provides an appropriation of $1,700,000 for the FCC.

"I understand the Boylan bill provides a tax according to the power of a station," Mr. McNinch stated. "I have given no study to that proposal and do not wish to comment on it. All I care to say is I would favor a tax on stations that would not be burdensome but would cover the operation costs of the FCC and possibly raise some revenue. Before I endorse any bill I will consult the Treasury Department. I would not advocate any tax legislation that did not have the approval of the Treasury."

Rep. Thompson was not specific in saying when hearings would be held by his subcommittee on the bill. Asked what would be a good guess, he said "in about four weeks."

After pointing out that Rep. Boylan had been requesting hearings on the broadcast station bill since it was introduced almost a year ago, Mr. Thompson said that a few days ago he told the New York member that he would give him a hearing.

"There seems to be some merit in the contention that these stations, which enjoy a franchise from the Government, should pay their own freight," he declared. "Whether wattage of stations is the proper basis for computing the tax, I do not know. A station like WLW would have to pay a tax of $1,500,000 and I think there are four stations in my State which would have to pay $150,000 each.

"This bill is embarking on a new policy and it is a field I am sure the subcommittee wants to thoroughly explore before making any recommendations to the full committee."

Members of the Thompson subcommittee are: Dingell (D-Mich.); Robertson (D-Va.); Reed (R-N. Y.); Thurston (R-Ia.).

A provision is made in the Boylan bill to graduate the tax on part-time stations and those which operate on different daytime and nighttime power.

What Stations Would Pay

Despite the publicity push given the wattage tax, it is held to have little or no prospect of enactment because it is regarded both as discriminatory and confiscatory. For example, a station like WLW would be called upon to pay a tax of $1,500,000. A 50,000-watt station, of which 34 are licensed, would pay $150,000 each. RCA estimated that such a bill would increase its taxes more than $1,500,000 annually by virtue of its ownership and operation of 13 stations.

The published statement attributed to Chairman McNinch that he viewed incomes from broadcast stations as nearly all profit, was refuted by the chairman. It also evoked protest from industry quarters.

When the wattage bill originally was introduced, without Treasury approval, it was among other tax proposals shelved by the Ways and Means Committee. It was then estimated unofficially that the bill would raise between $5,000,000 and $7,000,000 annually. With the trend toward higher power in all station classifications, such a tax is seen by broadcasters as unduly burdensome.

Rep. McFarlane (D-Tex.), used the tax publicity for another blast in favor of an investigation of radio on the House floor Feb. 24. He advocated a 10% tax on gross income as a license fee.

Recorders Resist AFM Pact; Plan for Meeting With Weber

Strike Deadline Postponed Indefinitely; Fear of Government Wrath in Restraint Clauses Voiced

By BRUCE ROBERTSON

THE STRIKE deadline of the American Federation of Musicians against the manufacturers of electrical transcriptions and phonograph records, set for Feb. 25 [BROADCASTING, Feb. 15], has been indefinitely postponed. That is, no strike will be called or no new deadline set until the recorders have had an opportunity to present their views on the subject to AFM President Joseph N. Weber, whose southern stay has been extended several times but who was expected back at his New York office Feb. 28.

Meanwhile, the recorders have been sitting tight and taking no action on the union's arbitrary demands. On Feb. 23 some 30 representatives of practically every transcription and phonograph record company in New York met in NBC's conference room in response to telegraphic invitations from C. Lloyd Egner, manager of NBC's transcription division and chairman of the recorders' negotiating committee, who that day had returned from a Bermuda vacation. No official report was issued on the three-hour session, but it was learned that the group was in complete agreement on the matter of rejecting the licenses in their present form and that each member agreed to do nothing without first consulting with the rest of the group. A committee headed by Mark Woods, NBC vice-president and treasurer, who represented the network in negotiating the key station contracts with AFM, was appointed to call on Mr. Weber and to express to him the attitude of the group.

Illegality Feared

This attitude, as expressed by several representative members, is that to sign the license offered by AFM would definitely get them in trouble with the Department of Justice on grounds of restraint of trade and secondary boycott, which they feel is worse than being in trouble with the AFM. The recorders also hope that the exchange of contracts between the network affiliated stations and AFM, which has not yet taken place but which is anticipated within the week, will be delayed until a reasonable agreement has been reached between the recorders and the union. Such delay, they point out, would be in the best interests of the stations which expected that their pledges for increased expenditures for the employment of staff musicians would guarantee a continuing of the supply of network and recorded program material.

At the same time, the makers of phonograph records are going ahead with their plans for licensing broadcasters [BROADCASTING, Feb. 1, 15], although no proposals will be made until the AFM situation is cleared up. RCA Mfg. Co. has granted approximately 150 stations the right to continue to broadcast Victor and Bluebird records without penalty until such time as the company may offer them licenses. The contentions of the company that the broadcasting of its records without permission is illegal on several counts were contained in a letter sent to all stations in January [BROADCASTING, Feb. 1].

A similar letter was sent out by Decca Records within the last two weeks, asking stations to desist from broadcasting any records made by this company. This letter, however, did not offer any temporary rights, as the Decca concern states that it does not wish its records used for broadcast purposes. A spokesman of the company told BROADCASTING, however, that letters have been received from a number of stations requesting permission to continue to use Decca records temporarily at least, and said that when enough time has elapsed for all such requests to be received the matter will be reconsidered and added that Decca may follow the Victor precedent.

* * *

In behalf of the 388 stations not identified with the networks, the NAB has been acting as observer in the musicians employment situation. Stuart Sprague, former NBC attorney now practicing privately in New York, has been designated by NAB Special Counsel Philip G. Loucks to participate in the recorders' negotiations as the industry observer and is reporting developments. Not all of these 388 stations are NAB members but the attitude of Mr. Loucks is that the trade association should function in the best way it can for the entire industry on such matters.

In the NAB Bulletin of Feb. 26, it was brought out that at the NAB convention in New York last October a committee representing these independent stations was designated, headed by Lloyd Thomas, general manager of WROK, Rockford, Ill. At the request of the Committtee NAB transmitted a questionnaire to the 388 stations but so few responses—120—were received, that the questionnaire was returned to the stations without any figures being retained or compilations made.

"Perhaps the lack of response was due to an impression gained by some stations that they could deal directly with their local unions," Mr. Loucks said. "This is a mistaken assumption because this matter is required by the Federation to be dealt with nationally with the Federation and not with the locals. The small number of replies may have been due also to a feeling by some stations that it was better to wait and see how many network affiliate stations would actually sign contracts with the Federation and what arrangements would be made between the Federation and the recording companies. These facts are now known.

"The Chairman of the Independent Fact Finding Committee [Mr. Thomas] has stated to the NAB that it is his personal opinion (not being able to get in touch with his committee members) that the NAB should handle the negotiations for the Independent Stations. He has been informed that the NAB is ready and willing to go ahead if a sufficient number of stations desire it."

Harron Seeking WIBG

NEGOTIATIONS are in progress for the purchase of WIBG, a 100-watt daytime outlet on 970 kc., located in Glenside, a suburb of Philadelphia, by Paul Harron, one-time part owner of WPEN-WRAX, Philadelphia, which was sold last year to the late John Iraci. Mr. Harron also is majority stockholder in WHOM, Jersey City, and WFAB, New York City, the latter station being under purchase option to WEVD, New York, with which it shares time. The FCC scheduled a hearing for March 1 on the proposed sale of WFAB for $70,000. WIBG is licensed to Seaboard Radio Broadcasting Corp., in which Joseph M. Nassau, its manager, holds 35% interest; James A. Nassau, 10%; Theodore E. Elsner, Philadelphia, 25%; John Morgan Davis, 15%; Margaret R. Collins, 10%, and L. K. Shiffer, 5%. Mr. Harron proposes to buy all the outstanding stock for an unnamed consideration.

Department of Justice May Drop Proceedings Pending Against ASCAP

THAT the Department of Justice has under consideration the question of dismissal of the government suit against ASCAP and 130 other defendants, alleging violation of the anti-trust law, was admitted last month by Attorney General Homer S. Cummings in a letter to Senator Wheeler (D-Mont.).

Made public Feb. 26, the letter, which bore date of Feb. 7, stated that the three-year-old case, while still pending, may be dismissed. Attorney General Cummings said, in response to an inquiry from the Interstate Commerce Committee Chairman, that trial was begun in the case in June, 1935, but was suspended after a week upon the suggestion of the trial judge that the parties attempt to stipulate the facts. It was added that efforts to stipulate the facts proved to be fruitless and that the Department now has under consideration the question of whether to proceed further with the case.

There have been a number of indications in the past that the Department had in mind dropping the suit. Andrew W. Bennett, former special assistant Attorney General in charge of the proceedings, resigned last fall and it was presumed then that the Department was luke-warm on continuance of the case. The lack of interest on the part of the broadcasting industry is believed to have contributed to this trend.

Los Angeles Musicians Seek Additional Work At Independent Stations

A CONCERTED drive to add union musicians to independent radio stations throughout southern California will be started shortly after March 1 by Los Angeles Musicians Mutual Protective Association, Local 47, according to Jack B. Tenney, president, following several weeks of survey and gathering of data. Should stations fail to comply with the agreement made between the broadcasting industry and the American Federation of Musicians, union officials contemplate forming picket lines about program sponsors' headquarters and placing such advertisers on an unfair list. The AFM agreement made with transcription concerns will also be brought into effect where such stations are concerned, it was said. Under terms of the license agreement, transcriptions will not be sold for broadcasting purposes unless the station is in good standing with the musicians union, Tenney stated.

Musicians contracting for all radio shows, traveling bands and guest conductors are now under direct supervision of the MMPA following an act passed by the board of directors on Feb. 17 when the "contractors combine" was abolished. With elimination of the contract jobs, the union has created a steward as contact man on radio shows, traveling bands and guest conductors. His salary is fixed at one and one-half times that paid the leader. The steward must be a non-playing musician and will not be allowed to take any kind of contract work until it has been approved by the MMPA board. Mr. Tenney said that under the old system about 50 men were doing most of the contract business which normally should be handled by at least 250 persons. Men now employed as contractors will be allowed to continue in that capacity until their present contracts expire, when they must then obtain approval of the board.

AFM Not Sympathetic

DECISION of AFM Local 802 not to participate in the strike of electrical maintenance workers in Rockefeller Center, home of NBC's New York studios, relieved network officials of considerable anxiety caused by reports that the musicians local would ask its members not to cross the picket lines of the electrical workers and thereby deprive the network of its musical programs. Jacob Rosenberg, president of 802, refused to do more than express sympathy with the strikers, however, saying that their grievance was against the building management and not against NBC.

WTAR Wins Band Ruling

WTAR, Norfolk, Va., was upheld by Henry Clifton, local examiner, in its recent difficulties with AFM local union affiliate over whether or not local violinists were suited for a position as first violinist. The examiner found for Henry C. Whitehead, WTAR musical director, and held that local violinists were not suited. Mr. Whitehead has gone to New York to hire a first violinist.

Paid Presidency Occupies NAB Board

Industry Reaction to New Association Is Favorable

DESIGNATION this month of the paid president, pursuant to mandate of the recent NAB convention is possible, although best prospects are for the appointment at a somewhat later date.

Although the NAB board of directors, to whom this task was delegated, will not meet until March 21, the executive committee, headed by Mark Ethridge, general manager of the *Courier-Journal* and *Louisville Times*, which operate WHAS, is expected to meet in Washington during the first week in March in closed session. The major business will be discussion of prospects for the new executive post.

Meanwhile a big list of names is being canvassed individually by the 23 board members, to ascertain qualifications, availability and other pertinent information. So far as known no personal contacts are being made, and presumably will not be until the executive committee, or possibly the board, holds another session.

Loucks at the Helm

Philip G. Loucks, special counsel for the NAB and the man who drafted the broad reorganization plan, is directing the interim activities of the NAB. A number of fundamental projects, inactive during recent months, have been revived. He is dividing his time between NAB headquarters and his own law offices, both in the National Press Bldg.

Although prospective candidates are being talked about in industry and other circles, it is a safe conclusion that no one can be named as a definite prospect. Not even a slate will exist until there is another meeting of the executive committee, and subsequently of the board.

The NAB and its board are agreed only on the type of man to fill this important post. There is unanimous resentment against a "czar" or "dictator", the organization looking for an executive director capable of molding policies, subject to ratification of the board, and of such ability and reputation that he will command respect and attention in official circles and in the industry.

Names by the dozen have been advanced. Many are good, but in most cases it is felt they will not be available or for some other reasons will not be eligible. The task of selecting the right figure, board members admit, is more difficult than at first anticipated.

Among names understood to be in the hopper, for whatever they may mean at this time, are John G. Winant, former governor of New Hampshire, and former chairman of the Social Security Board, now practicing law in his native state; Robert M. Hutchins, youthful president of the University of Chicago; former U. S. Senator C. C. Dill, now practicing law in Washington; Edgar Kobak, vice-president of Lord & Thomas, former vice-president of NBC, and one of the prime movers of the Advertising Federation of America; Stewart McDonald, Federal Housing Administrator; former Secretary of War Patrick J. Hurley; M. H. Aylesworth, former NBC president; Harlee Branch, second assistant Postmaster General; Robert Jackson, the new Solicitor General of the United States, and others.

FCC Members Mentioned

Suggestions have also been made of going to the FCC for the man. No less than five of the seven have been so mentioned, but it is certain that none has been contacted. There is conversation about the proffer to such Commissioners as Chairman Frank R. McNinch, T. A. M. Craven; Judge E. O. Sykes, who has served continuously since 1927; Thad H. Brown, for whom it is understood a movement has been launched among smaller stations, and who is second in point of seniority; and Norman S. Case, former Governor of Rhode Island.

Selection of the secretary-treasurer as the administrative officer likewise is expected to await the next board meeting. He, along with the incoming president, will be responsible to the board, whereas all other employes will be directly responsible to the president. Who this man will be is problematical too. There is strong support for the appointment of Edwin M. Spence, former general manager of WBAL, Baltimore, who was general chairman of the convention.

Appointment of experts to the NAB staff to fill such posts as technical, labor relations, public relations, legal and research directors, will definitely be left to the consideration of the incoming chief executive. It is felt these men will serve as the executive assistants and that therefore the new president should have the right to participate in their selection, with the consent of the board.

In the fortnight since the convention, reaction from within the industry has been most favorable. There is an air of expectancy, if not anxiety, over selection of the new key figure. But general satisfaction is being expressed over the fact that the board has plunged so swiftly into its new task, as well as over the naming of Mr. Loucks as special counsel. In the five years he served as managing director prior to 1935, Mr. Loucks was well liked by the membership rank and file, and there is confidence in his ability to keep the organization moving.

Members of the executive committee, in addition to Temporary Chairman Ethridge, and its counsel, Mr. Loucks, are Edwin W. Craig, WSM; Frank M. Russell, NBC, Washington; Walter J. Damm, WTMJ; John Elmer, WCBM, Baltimore, last NAB president, and Herb Hollister, KANS, Wichita.

A drive for increase in the NAB membership over the 420 figure attained at the convention, through enrollment of 23 new stations, is being withheld pending perfection of the new organization. The 17 district directors elected during the convention [BROADCASTING, Feb. 15] who will serve as regional clearing houses for the NAB, are expected to launch these drives. Regional meetings will be called by these directors during the next few months, but they are not expected to be geared for full speed operation until the headquarters organization in Washington is adequately staffed.

Working on Many Matters

Meanwhile, Mr. Loucks has geared the NAB to handle immediately pressing problems. Andrew W. Bennett, former special assistant attorney general in charge of the anti-trust suit against ASCAP, is in Tallahassee, Fla., to cooperate with that state's Attorney General Landis in preparation for the trial of the anti-ASCAP legislation enacted by the state legislature, scheduled before the Federal district court on March 3. He was retained by the NAB board to assist in the defense of litigation involving ASCAP both in Florida and in Nebraska.

Stuart Sprague, New York attorney, formerly on the NBC legal staff, has been detailed by Mr. Loucks to participate in the industry's behalf in the negotiations between transcription recorders and the American Federation of Musicians on a form of contract growing out of the station-AFM arrangements [see story elsewhere in this issue].

Mr. Loucks personally is inquiring into the status of the Duffy Copyright Bill, pending for three years, which would strip ASCAP of much of its arbitrary powers by eliminating the present minimum statutory damage provision of $250 for innocent infringement. There is also pending the International Copyright Convention for Senate confirmation, and the effort has been to have the bill passed before Senate action on the treaty.

Efforts are being made, it is understood, to effect a compromise on the Duffy Bill, and all interested parties may be brought together shortly in the hope of effecting an agreement to expedite passage of the bill, and thus pave the way for ratification of the treaty, which has administration support and is being strongly urged by the State Department.

The NAB bulletin, which ceased publication for the convention week, reappeared Feb. 26 in a new dress. It will be continued, under Mr. Loucks' plans, as a compendium of official radio information in Washington.

Best Qualified Man in United States Should Direct NAB, Says Ethridge

THE "best qualified man in the United States", is being sought for the presidency of the NAB and action will be taken "as soon as the right man has been found and the details of the office have been worked out with him," Mark Ethridge, temporary chairman of the NAB Board of Directors, informed his membership Feb. 26.

In his first formal communication to stations since the NAB convention last month, Mr. Ethridge asserted numerous suggestions have been made for the paid presidency and "an extensive investigation now is being conducted by your board."

Pointing to the seriousness of the problems facing the industry and the necessity for immediate and aggressive action, Mr. Ethridge declared in the *NAB Bulletin* sent to all members that "every human effort will be made to see that the reorganized NAB is equipped in the shortest possible period to meet the responsibilities which the members so definitely placed upon it at last week's convention." His letter continued:

> We have persuaded Philip G. Loucks, former managing director, to act as special counsel to the board of directors until the next meeting on March 21. He will see that the routine functions of the Association are carried on from day to day, and has been requested to report at the next meeting of the board on several problems carried over from the convention. You will receive from the Washington headquarters, reports on decisions as they are made as well as information pertinent to the industry.
>
> All members are concerned, and rightly so, with the necessity of attracting to the NAB as its president, the best qualified man in the United States. Numerous suggestions have been made and an extensive investigation is now being conducted by your Board. We assure you that action will be taken as soon as the right man has been found and the details of the office have been worked out with him.
>
> We have quite a distance to travel before your association is in a position adequately to cope with the problems before it. We must have your support if we are to succeed. We need your financial help. We need new members. We need a united industry. We are moving with as much speed as good judgment dictates. We wish to have your cooperation and your patient consideration of the task we have before us.

Together with the report there was submitted to stations the schedule of dues, designed to double the NAB income by raising $250,000 per year based on the present membership. Mr. Loucks is sending to each of the 17 district directors into which the NAB is divided, lists of member stations and also of non-members in their particular districts. This is the first phase of a membership drive looking toward an increase in membership over the 500 mark. It stands now at 420 station members. District directors also have been supplied with the necessary application forms and stationery to enable them to carry on their district business under NAB auspices.

Sloan Using Breaks

WILLIAM R. WARNER Co., New York (Sloan's Liniment), on Feb. 16 started station break announcements on WHIO, WDRC, WOKO, and WSB. One daily announcement, five days a week will run for eight weeks, placed by Cecil, Warwick & Legler, New York.

ABT Claims Gains In Station Pacts

Membership Now Is Over 400, According to Manager

ASSOCIATED Broadcast Technicians, former CBS company union and now independent, has a total membership of more than 400, with 18 stations signed and applications filed by eight additional stations, according to D. J. Dunlop, Chicago business manager of ABT.

Rather than actively organize station engineers, the ABT policy is to let the technicians make application to the union for membership, he said. Asked if ABT plans to organize engineers of NBC stations, Mr. Dunlop said no such move is intended since NBC technicians are organized in the Association of Technical Employes, a company union.

ABT contracts, he said, are patterned after the original contracts signed by CBS and the Associated Columbia Broadcast Technicians, the union's name before it expanded to include non-Columbia stations. In cases of unjust dismissal a board of five will arbitrate the matter, he added. It will consist of two ABT members, two chosen by the employer and a fifth by the other four. A simple majority decides the case.

Contract Provisions

Clauses in the contracts specify that two weeks notice must be given before dismissal. If the employe has been discharged for reasons other than inefficiency, he may be given an ABT certificate of merit and must be reemployed by the station before other engineers.

Mr. Dunlop said he is negotiating with engineers at WHIP and WWAE, Hammond, Ind. Engineers at the University Broadcasting Council, Chicago, which maintains its own studios at 230 N. Michigan Ave., Chicago, have already been signed by ABT.

At WAAW, Omaha, ABT has signed a contract, said to call for the same scale of pay as that signed by ABT with Central States Broadcasting System [BROADCASTING, Feb. 15]. At KMA and KFNF, Shenandoah, Ia., contracts have been signed by ABT calling for the following scale: $110 per month for one year of service; $120 for two years; $130 for three years; $140 for four years; $150 for five years; one assistant supervisor at $130 per month for one year of service with a $10 increase annually for five years and one full supervisor receiving $200 the first year with $5 increases for each year of service for five years.

Engineers at WAPI, Birmingham, CBS-managed, and KMOX, St. Louis, CBS-owned, are now members of the International Brotherhood of Electrical Workers, an AFL affiliate, but Mr. Dunlop said that efforts will probably be made to get KMOX to join ABT when its contract expires in two years.

James French, ABT business agent on the West Coast, is negotiating a contract with officials of KSFO, San Francisco.

MORRIS PLAN Industrial Bank, New York, on March 1 starts a weekly quarter-hour program, *You, the Unseen Jury* on WEAF, New York. Gotham Adv. Agency, New York, is in charge.

NATIONAL BROADCASTING COMPANY
NBC
WTAM

NEW—Quarters were dedicated Feb. 19 by WTAM, NBC-owned Cleveland station. Vernon H. Pribble, manager, is shown making an address during the public dedication. WTAM occupies the first four floors of a downtown former bank building. Photo above shows the entrance.

A NEW WTAM AFTER 15 YEARS

Bombs and Bands Help NBC-Owned Station Open Radio Showplace in Cleveland

PEALING of the Big Ben chimes in London, England, and a greeting from the British Broadcasting Corp. on Feb. 19 formally opened dedication ceremonies for the new $300,000 studios of the NBC-owned 50,000-watt WTAM, Cleveland. Ten bands, including 800 bandsmen, played dedicatory music under the direction of Walter Logan, WTAM music director, while 1,500 pigeons, signifying one of man's first means of communication, were released to wing their way to home lofts in all parts of Ohio.

National Guard planes flew over the NBC building while 15 bombs were exploded, one for each year of WTAM's history. Mayor Burton, of Cleveland, and Vernon H. Pribble, WTAM manager, gave brief talks in dedicating the studios and building to the radio public.

Now a Showplace

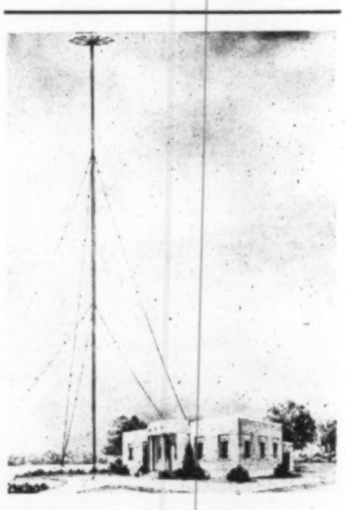
Located on the first four floors of a 22-story building renamed the National Broadcasting Co. Bldg., the studios occupy space which formerly housed a now defunct commercial bank.

NBC construction engineers, headed by J. J. Arnone, began work on the studios last September. The finished broadcasting plant includes the latest NBC and RCA equipment and in its first few days of operation won the designation of "one of the nation's radio showplaces".

Two large studios, 35 feet wide, 50 feet long and 17 feet high, are located on the second floor. Each will accommodate an audience of 250 persons. Four smaller studios are on the first floor. All of the broadcast rooms include the latest developments in "floating studios".

A Housewarming Week of previews, entertainments, luncheons and special broadcasts for press, radio and civic groups was concluded with the dedication day Feb. 19. An evening party for 650 guests featured a preview of the studios, an hour-long broadcast and a supper dance. Artists on the program included Margaret Speaks, Mario Cozzi, Frank Black and a 40-piece symphony orchestra; Arlene Harris, of *Al Pearce's Gang*, Tom Manning, and Graham McNamee. Bob Feller, baseball pitcher, signed his 1938 contract with the Cleveland Indians during the program.

NBC officials who attended the ceremonies included John Royal, program vice-president; O. B. Hanson, vice-president in charge of engineering; George McElrath, operating engineer; Alfred Morton, general manager of managed and operated stations; Dr. James Rowland Angell, educational counsellor; Roy C. Witmer, sales vice-president; A. E. Nelson, manager of KDKA; Robert Owen, manager of KOA; Lloyd Yoder, manager of KPO; Kolin Hager, manager of WGY; Sam Ross, head of NBC Artist's Service.



NEW WRC—Here is the new transmitter building of WRC, in suburban Washington, to be dedicated in latter March with its new RCA transmitter and 400-foot Truscon radiator.

WRC MOVES PLANT WITH POWER BOOST

WRC, NBC-owned Red network outlet, in latter March will move from the site it has occupied for 15 years in Washington proper to a suburban location at Chillum, Md., with entirely new apparatus. Simultaneously it will increase its day power from 1,000 to 5,000 watts and its night power from 500 to 1,000 watts.

Along with its sister station, WMAL, the capital Blue outlet, WRC moved into elaborate new studios in the Trans-Lux Bldg. last July. An expenditure of $300,000 was involved. The new transmitting plant, according to Kenneth Berkeley, NBC's Washington general manager, entails an expenditure of $125,000 for building site, RCA 5,000-watt transmitter and 400-foot Truscon vertical radiator. Thus, a completely new station has been installed within a year at an aggregate cost of $425,000 (including WMAL studio facilities).

The new site is approximately one mile beyond the Washington boundary in Maryland, and was selected after exhaustive tests by NBC engineers under the direction of Raymond F. Guy, field engineer from New York. Latest features are included in both transmitter and antenna. The transmitter utilizes air-cooled instead of water-cooled RCA tubes. The radiator is of uniform cross-section from top to bottom and is triangular and guyed, with each side five feet wide. It is of the "high-hat" or saucer type, designed to increase primary intensity and reduce secondary fading.

Guild Signs WOV-WBIL

AMERICAN Guild of Radio Announcers and Producers has recently obtained contracts for the announcers at WOV and WBIL, stations of the International Broadcasting Corp., New York. Contracts specify a 5-day, 40-hour week, with a minimum salary of $35. Ballots to determine whether the Guild will affiliate with AFL or CIO are coming in slowly, and none are being opened until the vote is complete, which will probably not be for another month.

Union Using WHEC

AMALGAMATED Clothing Workers' Union, Rochester, has started a weekly half-hour musical program on WHEC, that city. One-sixth of Rochester's population is represented by members of the union and their families, the union states, and the current broadcasts are institutional. In addition to the music, supplied by Gerald Ingram, tenor, and J. Gordon Baldwin, organist and leader of the orchestra, civic personages speak on the program. A number of industrialists employing union members have appeared as well. Morris Novik of WNYC, New York, arranged the show several weeks ago before starting with that station.

MODERN FOOD Process Co., Philadelphia (Thrivo dog food), will continue *Dog Heroes* on WJZ although its schedule on 10 NBC-Blue stations ended Feb. 27. The agency is I. W. Clements Co., Philadelphia.

Building the Newspaper With Radio's Aid

By GUY C. HAMILTON

Vice-President and General Manager, McClatchy Newspapers
Vice-President and General Manager, McClatchy Broadcasting Co.

Newspaper Group Attributes Much of Its Success to the Constant Promotion of Its Publications on Stations

REVIVAL of antagonism in certain publishing quarters toward radio makes this article by the directing head of the McClatchy newspapers and radio stations of California the more timely. "In my opinion," asserts Mr. Hamilton, "the principal factors responsible for the gain (in circulation) was the constant plugging on our stations for the newspapers, the unceasing building up of good will." Mr. Hamilton bears out what we have long insisted, namely, that the institution of radio is a prime good will and circulation builder for newspapers.

THE McClatchy Newspapers, operating in Sacramento, Modesto and Fresno, California, are pioneers in the radio field on the Pacific Coast.

Mr. Hamilton

We became interested in radio back in 1922. Our interest at that time, primarily, was as a possible competing news agency. In other words, we did not know what its future would be in the news field and what effect it would have on our newspapers. We wanted to get in on the ground floor.

We remained in the radio field because we not only discovered it was a paying business and would bring us actual returns, but also that instead of being a threat to our newspaper it could be utilized as a good-will agency and thus become a circulation builder.

The *Sacramento Bee* was the first newspaper on the Pacific Coast to own a radio station. We started with the old KQV, a 5-watt station, later acquiring a part interest, and finally a full interest, in KFBK, Sacramento, now the largest of our chain of stations.

Radio and the Headline

By successive steps we acquired stations in Stockton, Fresno, Bakersfield and Reno. It took us four years to increase the power of KFRB to 5,000 watts. Recently we were granted a permit to increase it to 10,000 watts. The power of our stations has been boosted elsewhere as rapidly as we have been able to secure permission.

We were among the first of the newspaper-owned radio stations to appreciate the value of headline advertising of news. We were carrying on at a time when the American Newspaper Publishers' Association, and the publishers generally were objecting and showing great fright over the whole situation.

It is a source of gratification to us to know that since that time many newspapers have come around to our way of thinking and that at the present time 211 of the approximately 700 broadcasting stations of the country are owned in whole or in part by publishing interests [according to the BROADCASTING Yearbook Number].

Our theory that news broadcasting stimulates the reading of newspapers seems to have been borne out by the record of circulation growth of our three papers — the *Sacramento Bee, Fresno Bee* and *Modesto Bee*—since we entered the radio field.

The story of that circulation growth we regard as one of the most amazing in American newspaperdom.

We acquired all of KFBK in July, 1929. In September of that year we raised the advertising rates of the *Sacramento Bee* 23 cents. To justify that advance we increased our circulation guarantee from 45,000 to 50,000.

We then were hovering around 50,000 but the margin was too narrow so we pressed our circulation department for new subscribers to a point where we felt it would become necessary to use methods we could not countenance. We wiped the slate clean and started all over again.

We found that at the end of 1929 our average circulation for that year had been 316 over 50,000; for 1930 it was 782; for 1931 it was 1,149. It fell back to 415 above 50,000 in 1932, the low point in the depression.

Promotion by Radio

Up to 1932 we had been spending about $10,000 a month for the development of new circulation in Sacramento and Fresno. That year to trim all expense to the bone, we dropped all forms of promotion efforts and withdrew all of our paid solicitors.

During these years I have enumerated, however, we had lost no opportunity to build up good will for our newspapers. We kept plugging away, telling radio listeners what good newspapers they were, advising them to read these newspapers for complete news accounts.

And here is the amazing part of the story:

Although we stopped all circulation development work in 1932, the *Sacramento Bee* gained 500 in 1933, 3,000 in 1934, 2,500 in 1935, and 2,800 in 1936.

The net paid circulation of the *Sacramento Bee* for January, 1938, was 64,349, a gain of 2,195 over January, 1937, in spite of the raise in price of 17½% on October 1, 1937.

The same thing happened in Fresno. In 1932 the circulation of the *Fresno Bee* was 32,000. There has been a steady increase each year. The *Fresno Bee's* net paid circulation for January, 1938, was 45,708, a net gain of approximately 10,263 in five years.

It would not be altogether correct to ascribe all of this gain to radio. The prestige of the McClatchy Newspapers has increased tremendously in the last few years for the public has begun to realize they are among the last of the independently owned journals of note in the country. We also have taken steps to make them better newspapers by expanding our news coverage, adding many new features, and increasing our general service to our readers.

In my opinion, however, *the principal factor responsible for the gain was the constant plugging on our radio stations for the newspapers, the unceasing building up of good will.*

We have found nothing in radio that leads us to believe it ever will be a serious competitor to the newspaper.

Both have a distinct and separate field in the dissemination of news as well as the advertising of merchandise. We regard radio advertising as a good investment and well worth the money for certain purposes and we think newspaper advertising fills still another field.

And Now Facsimile

For the same reasons that we originally became interested in radio, we began to study the field of facsimile broadcasting some months ago.

Facsimile broadcasting is an almost entirely new field. It offers the possibility of placing a complete newspaper in every home each morning simply by pressing a button at a certain hour and letting the radio receiving set or a special facsimile set bring it in.

In common with some half-dozen radio organizations of the country, we are now engaged in a series of experiments to see what commercial possibilities facsimile broadcasting has. Within the next few months we expect to install at least 100 experimental machines in selected homes and business houses of Sacramento and Fresno.

Fortunately it will not be necessary for us to install the expensive shortwave transmitter equipment used in facsimile broadcasting as we can use our existing equipment. The broadcasts will not be on high frequency but on the regular power and channel of KFBK, Sacramento, and KMJ, Fresno.

Our interest was aroused some months ago when we discovered the regulations of the FCC had been modified to allow existing stations an experimental license to do facsimile broadcasting during those hours in which they are not on the air with radio broadcasting.

In considering the matter we felt we wanted to be in on the development of facsimile broadcasting just as we were on the development of radio. Most of our radio enterprises are now self-supporting and even making a profit. We see no reason why facsimile cannot enjoy the same development.

We have faith in radio; we have faith in the future of our new enterprise. We do not regard either as being in the competitive field but merely as media to whet the appetite of the public for the larger and more enterpretive newspaper offering.

As for radio we are firmly convinced it can be used as a circulation builder by any newspaper.

WMCA Plans Opening

A THREE-DAY opening ceremony for the new WMCA studios is being planned by the station, with March 30, 31 and April 1 tentatively set as the dates. Each evening dedicatory broadcast will have its own master of ceremonies: Postmaster General Farley the opening night; James J. Walker, ex-mayor of New York, the second night; Col. J. R. Fitzpatrick, president of Madison Square Garden Corp., the third night. Station is also planning a series of salutes from England, from Hollywood, from the *Normandie* at sea, and from a United Airliner in the sky among other origination points. Also planned is an *Alumni Night* with a group of the now-famous radio stars who got their start on WMCA.

CANADIAN National Railways, Montreal, early in March will start a dramatic program on CKAC, that city, to promote the idea of colonization in outlying sections of Canada.

XUM

Duffy Is Preparing To Get Action on Copyright Treaty

Senate Is Expected to Adopt Trade Commission Report

WITH THE anti-lynching bill deadlock broken, the Senate is back to normalcy and Senator Duffy (D-Wis.) is making plans to secure early consideration of the International Copyright Convention as well as his bill to revise the United States copyright law.

Mr. Duffy told BROADCASTING Feb. 24 that the Senate Committee on Patents would soon report his copyright bill. He hopes to secure parallel action by the Senate on the copyright legislation and the convention.

The Senate Foreign Relations Committee reported the convention to the Senate last November and since then it has been pending on the executive calendar. Certain reservations have been suggested and these will be debated when the convention is brought up in the Senate.

Will Aid Copyright Bill

Senator Duffy takes the position that ratification of the convention will hasten passage of his copyright bill which strikes out the $250 damage fee for relaying copyright material but provides those holding the copyright may go into court and sue for damage. He says the convention does not go into effect for a year and by that time it will be possible to get House action on his copyright bill. Others contend the copyright bill should be passed before ratification of the convention.

Since the Senate passed the Duffy bill in the last Congress, there is little doubt that favorable action will be taken on the legislation at this session.

The difficulty lies in the House Patents Committee where Chairman Sirovich (D-N. Y.) has kept the bill pigeon-holed. Representative Deen (D-Ga.) was prepared to lead a fight inside the Committee for favorable action on the Duffey bill at this session but was stricken by a heart attack during the Christmas holidays and is confined to his Georgia home.

Meanwhile Senate adoption of the conference report on the Wheeler-Lea Trade Commission bill was expected momentarily. The report was blocked by the anti-lynching bill which was displaced as the unfinished business of the Senate Feb. 21. Since then Chairman Wheeler (D-Mont.) has been ill and this has delayed final action on the legislation broadening the base of the Federal Trade Commission in issuing cease and desist orders and giving that agency broad powers in dealing with false and misleading advertising.[BROADCASTING, Feb. 1-15] A special section in the bill exempts broadcasters and newspaper publishers from liability in connection with such advertising provided they do not withhold desired information from the FCC.

The Senate on Feb. 25 passed the Independent Offices supply bill providing an appropriation of $1,745,000 for the FCC. This measure now goes to conference. Since the amount appropriated in the House and Senate bills for the FCC is the same there is no dispute over this section.

Musical America

After playing on a broadcast it is a harrowing experience to act as stooge to a radio comedian.

Educational Role Of Radio Studied

Columbia University Group to Determine Medium's Status

A COMMITTEE of seven Columbia University officials has been appointed by Pres. Nicholas Murray Butler to study the role of broadcasting in the educational field and to formulate a university policy on its use.

The committee is composed of Provost Frank D. Fackenthal and the following: Dean Herbert E. Hawkes of Columbia College, Dean Virginia C. Gildersleeve of Barnard College, Dean George B. Pegram of the Graduate Faculties, Dean William F. Russell of Teachers College, Dean Joseph W. Barker of the School of Engineering, and Dean Carl W. Ackerman of the Graduate School of Journalism, who was appointed chairman.

"The appointment of this committee marks the culmination of many years of interest, experiment and study of the radio on the part of individual members of the university," Dr. Butler said. "In both the scientific and the educational development of wireless communication and radio broadcasting, Columbia University has been represented by members of the several faculties and alumni.

Developing a Policy

"Radio today is the most important instrumentality of public communication. It may well be as valuable to the people as an agency for the diffusion of knowledge as it is today in the distribution of information and in spreading appreciation and understanding of the cultural and industrial arts.

"Radio today is related not only to the future of our domestic institutions but to world peace and progress. The hourly international shortwave broadcasts by the several governments of the world present a world-wide problem in education. This activity is a challenge to the ingenuity and to the resourcefulness of all institutions functioning in the field of liberty.

"It is my hope that this committee will obtain the advice, the assistance and the cooperation of all individuals and groups within the University, the radio industry and among the many public bodies, to the end that a fundamental and continuing policy may be developed to augment the educational and the public services of the University."

H. W. KALTENBORN, who has been ill for several weeks, on Feb. 27 resumed his place in the *Headlines and Bylines* program Sundays on CBS.

TWO-TONED BREAD

Bakery Group to Use Discs For New Package

A NEW form of bread marketing, in which more than one kind of bread will be packed in a single wrapper, is to be promoted by Associated Bakeries of America by means of transcriptions on some 50 stations. The series will start in April, with one-minute discs to be heard five times a day for the first four weeks and thrice daily after that.

Associated, representing retail bakers throughout the country, has labeled the package. Two Tone Bread. It was originated by W. E. Long Co., Chicago agency, which originally introduced sliced bread. In the new package white and rye, or white and whole wheat bread will be available for the convenience of families preferring more than one type. Elimination of waste and bread-ends will be possible. "Two-toned voices" will be recorded by John Conner and Edwin Burke for the minute discs. The campaign will be handled by W. E. Long Co., Chicago, with Danny Ryan, radio director, in charge. Columbia Transcription Service, Chicago, will produce the discs.

CHICAGO BASEBALL DRAWING SPONSORS

EIGHT sponsors will broadcast baseball games on Chicago stations during the 1938 season. The Chicago National League club, Cubs, will sponsor programs on all Chicago stations carrying Cub games. In this way, Mr. Wrigley will be putting back into radio all the money received from the sale of broadcast privileges.

Program preceding all Cub home games featuring Bob Elson and titled *Dugout Dope* will be carried on WGN, with 60-word nightly announcements during the season. On WBBM, Pat Flanagan will broadcast *Dugout Dope* preceding home games, while six programs weekly will be aired on WCFL. Quarter-hour daily show will be broadcast on WJJD, plus a nightly program on WIND. Nelson Shawn of Neisser-Myerhoff Inc., Chicago, is handling the account.

Texas Co., New York (gasoline), will sponsor Hal Totten for the third successive year on WCFL. Buchanan & Co., Chicago, has the account. General Mills and Socony will jointly sponsor the games on WBBM, while Old Gold cigarettes will sponsor baseball broadcasts on WGN. Kellogg Corn Flakes will sponsor games on WJJD. General Foods (Huskies), sponsor of games on WIND during the 1937 season, may be replaced by General Mills (Wheaties) for the coming season.

Knox-Reeves is agency for General Mills, while J. Stirling Getchell, New York, handles the Socony account. Old Gold agency is Lennen & Mitchell Inc., New York.

Lucky Changing Show

AMERICAN TOBACCO Co., (Lucky Strike cigarettes) will replace *Your Hollywood Parade* on March 23, the date of contract expiration on NBC, with a new program, probably moving Kay Kyser from Mutual.

Baseball Sponsors Active in Detroit

Heilmann Sponsored From South in Recorded Series

DETROIT'S baseball, which will be carried by WWJ as well as by Michigan Network due to intense interest in the sport throughout the state, is already arousing keen interest, with WXYZ laying plans for a summer baseball school for youngsters under the direction of Harry Heilmann,—veteran batting star and outfielder, to be conducted at the city playgrounds and to be open to all local youngsters between 10 and 16.

Heilmann, now spending the training season with the Tigers at Lakeland, Fla., will bring to the school former and present Detroit Tiger players to assist in the instruction. Since his retirement a few years ago he has been on the WXYZ staff as sports commentator. Ty Tyson is handling WWJ baseball for the twelfth consecutive year.

From the Camp

Joint sponsors of the Detroit Tiger broadcasts during the baseball season are the Kellogg Co., Battle Creek, and White Star Refining Co., local division of Socony-Vacuum Corp.

While at Lakeland, Heilmann is making his *Baseball Extra* transcription series, as he did last year. These, starting March 7, will be broadcast over WXYZ and the Michigan Network, Wednesdays and Fridays, 6:30-6:45 p. m. (EST) and will continue until April 15 under sponsorship of the Pfeiffer Brewing Co., Detroit. Made in the afternoon, the transcriptions will be flown to Detroit for broadcast the following night.

The transcriptions will be made on the Lakeland playing field and will consist of interviews with the Tiger team, comments upon plays and players and human interest yarns about the training camp. Mobile transcription apparatus has been sent to Lakeland by the Packard & Neff Agency, handling the Pfeiffer account.

Indiana Sports

NORTHERN Indiana Public Service Co., Gary, Ind., will sponsor Indiana's state high school basketball tournament for three successive Saturdays starting March 5 over WIND, Gary. State finals at Indianapolis, March 26, will be broadcast over a five-station Indiana network originating at WFBM, Indianapolis, and including WIND and three other stations. The business is placed direct.

Frigidaire Dealers

FRIGIDAIRE Corp., Dayton (electric refrigerators), has recorded one-minute transcribed announcements which will shortly be placed by local dealers throughout the country. Quantity of broadcasts and starting date depend entirely on local dealers according to Holly Shively, radio service director of Lord & Thomas, Chicago agency handling the account. RCA Transcription Co., Chicago, cut the discs.

Finding a Yardstick for Station Sales

By PAUL CLARKE BRINES

Views of Attorneys Sought by FCC in Recent Hearings; Diversified Theories on Price Policy Submitted

HAS the FCC authority to rule on the sales price of a broadcasting station? If it has this power must it establish a definite yardstick for determining an equitable sales price?

Recently the Commission has been gathering data on this vital issue and has sought detailed information from lawyers appearing before it in oral argument. When the issue was squarely presented, the Commission has departed from regular procedure and has asked counsel to submit written briefs for its consideration.

Briefs thus far presented to the FCC have suggested that the Commission is without legal power to rule on sales prices, that the price should not be confined to the value of a station's physical assets, that the price might be fixed at 10 times the annual net profit of the station.

Briefs Submitted

In the recent case of WREN, Lawrence, Kan., which sought to transfer control of its license by the sale of all its capital stock to the Kansas City Star Co., a brief was filed through the law offices of Paul M. Segal by Attorneys George S. Smith and Harry P. Warner. After reviewing the legal and legislative history of communications law, counsel contended, "It could be safely asserted that save for the exercise of taxing power, it would not become a matter of federal concern what would be the financial arrangement involved in the sale of a radio facility.

"However, with the basic need for federal control and the fundamental requirement that that control be unhampered, the philosophy has been suggested that the federal government becomes concerned in the price paid for a radio broadcast facility upon the doctrine that such price, either because of some binding effect in approval or acquiescence by a regulatory agency, or because of the possibility that some portion of the price, might be legally ascribable to a property interest in the license.

"As against this philosophy it would be unwise to refuse to recognize that there has existed the attaching of values to radiobroadcast stations which do not ignore the value of a license, but which in fact involve the payment of compensation very substantially greater than what can possibly be ascribable to any physical assets acquired by the purchaser.

"From a regulatory standpoint this divergence between the two philosophies can be approached from three avenues:

"1. To insist that it is necessary to a recognition of the superior regulatory power of the Government that no values can be approved on any assignment case beyond those directly traceable to physical assets.

"2. To proscribe sale values as beyond federal concern through the clear averment that values asserted between the parties in no manner derogate the federal regulatory power, and

"3. To assume an intermediate or middle position by ascribing values to certain non-physical assets and claims and by gradual quasi-judicial interpretations and the recognition of certain forms and tenuous factors to build something of a bridge between the direct conflict of the first two methods.

Uncertain Legal Values

"An analysis of the decisions of the FCC heretofore rendered indicates a strong tendency toward the use of the third approach. This method, while having the values of any compromise, must of necessity preserve what may be termed the vice of compromise and may ultimately result in the demarkation of value factors which are uncertain in law and practice.

"The values present in negotiations for the sale of a station can be classed into those which can and which cannot be sold, as a physical matter. Of those which can be sold, the first and most obvious are the *values ascribable purely to physical equipment.* In this connection it must be borne in mind that there is no absoluteness of relationship between the value of the physical equipment and the price which one is willing to pay in connection with any station sale.

"A second group of values are *those ascribable to the program service which a station is able to render.* These values include franchises and contracts, such as those with networks, transcription services, news services, exclusive talent contracts, etc., the ownership of programs and program scripts and the existence of established audience habits of listening to the station, which may have been built up over a period of time.

"A third group of values are *those ascribable to the commercial service of the station.* They include contracts for advertising time, both within and beyond the then-pending license period of the station; they include an established rate structure having general acceptance, and they include advertiser habits established over a period of time and which can be expected to continue in the absence of radical change in policy.

Most Important Value

"The fourth and most important of the groups of values are *those ascribable to the relationship between the licensee and the regulatory authority.* In actual practice these values play the greatest part in determining what shall be paid. They include such things as audience acceptance which must be based upon the favorableness of the power used, the degree of freedom of interference to which the station is subject, the conductivity of the soil in the area and the distribution of the population. They include market acceptance which comprises the location of the station, prosperity of the area, purchasing power and extent of competition. Most important of the items going to make up this group of values is the expectancy of renewal of the license.

"In the foregoing classification, no distinction has been made from the regulatory standpoint between sale of a station and the sale of stock in a licensee corporation. While the basic legal difference between the two methods is of importance in regard to other transactions, it is submitted that these can have no application to the exercise of the regulatory function and are both equally contemplated in Section 310(b) and intended to be subjected to the same standards.

"The 'intangible' factors are of only minor importance and bear so small a relationship to the total sales price generally involved that it is only a form of selfdeception to ascribe capital values to them. These considerations make it unimportant whether or not the value of the equipment be considered as upon an original investment, an historic investment, or a depreciated or replacement basis, because it will be conceded that in the sale of valuable stations there is no theory of actual cost or actual value which can make the bare equipment worth the sales price.

"Such things as good-will, going concern, etc., are merely items of uncertain values flowing from licenses. An analysis of the various

(*Continued on Page 48*)

Sales of WNAX and KRGV Favored In Reports Made by FCC Examiners

APPROVAL of the sales of WNAX, Yankton, S. D., for $200,000 to the *Des Moines Register-Tribune* interests and of KRGV, Weslaco, Tex., to the interests operating KGNC, Amarillo, and KFYO, Lubbock, for $54,000, was recommended to the FCC Feb. 10 in two examiners' reports.

Examiner Melvin H. Dalberg recommended transfer of WNAX, which operates on 570 kc. with 1,000 watts night and 5,000 watts day unlimited time, at the price stated, on the ground that it was wholly justified. Further, he held that there appears to be no provision in the Communications Act "which gives the Commission jurisdiction to deny an application for approval of a stock transfer upon consideration growing out of a per share price paid for the stock of the corporation only."

He added that it seems clear that the Act invites the Commission's consideration of public interest and "excludes contractual consideration between the parties from the matters confided to the Commission except insofar as the price paid might affect such interest in relation to the service of the station."

Texas Grant Favored

Chief Examiner Davis G. Arnold, in the KRGV case, found that the transferees, O. L. Taylor, president of KGNC and KFYO; Gene Howe, newspaper publisher, and T. E. Snowden, lumber dealer, had agreed to pay $54,000 for the station, that the station represented an original cost of some $50,500, and had a replacement cost of nearly $56,000. He recommended therefore that the application be granted as within the purview of the Communications Act.

The reports are of particular significance since the FCC now has under consideration the determination of policy with respect to station transfers. Moreover, in each instance the transferees are operators of other stations as well as interested in publication of newspapers. The *Register-Tribune* interests also operate KRNT and KSO, Des Moines, and WMT, Cedar Rapids.

In reviewing the facts in the WNAX case, Examiner Dalberg brought out that Charles H. Gurney, secretary-treasurer of WNAX Broadcasting Co., last June entered into an agreement for sale of the capital stock of the company to the South Dakota Broadcasting Corp., of which the Cowles interests are the incorporators. WNAX has operated at a profit since 1935 and has paid dividends on the basis of 4% on a capitalization of $150,000. For the year ending May 31, 1937, the total operating cost was $132,504 and the total net income $30,708. The equipment and property had an estimated replacement value of $103,000. The station is a CBS outlet.

If the transaction is approved, the officers and directors of the South Dakota Broadcasting Co., with one exception, will become officers and directors of WNAX Broadcasting Co., it was reported. These are Gardner Cowles Jr., president of Iowa Broadcasting Co., licensee of KRNT, KSO and WMT, and Luther L. Hill, vice-president and treasurer. Another vice-president would be Robert Tichner who also would become general manager of WNAX. He has

(*Continued on Page 38*)

XUM

Fight 'Em or Jine 'Em--A Reel Tale

MovieChain Decides to Jine 'Em by Using Spot Campaign

By **DAVID S. HILLMAN**
President,
Hillman-Shane Advertising Agency,
Los Angeles.

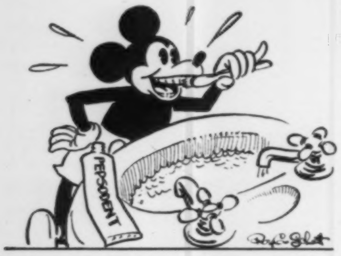
WHILE several thousand movie exhibitors are running around making snoots at radio, Fox West Coast Theatres are looking at the medium from the adult viewpoint. Instead of bounding about in a jealous froth, they are cashing-in on radio by purchasing choice spots on adjacent stations. Thus, at reasonable cost, they not only pull the public into their palaces, but still more important, they avoid the competitively-brewed alimentary acids that sour the dispositions of less intelligent brethren.

WITH the vogue for screen star appearances on national programs, a pronounced antagonism to radio on the part of thousands of theatre exhibitors throughout the country has been created. The cause of complaint naturally rests on the feeling that the appearance of Hollywood's leading motion picture stars on radio programs puts a keen dent in the theatre box-office by keeping more people at home.

Various attempts have been made during the past few years by chain theatre operators and independents as well, to exert pressure on the major film studios to keep their stars off sponsored programs, but little success has been attained along these lines.

Studios on the Air

To the contrary, such studios as Metro-Goldwyn-Mayer and Warner Brothers have come to the point of commercializing their people on radio in a profitable way by selling their own programs to General Foods Corp. (Maxwell House coffee) and American Tobacco Co. (Lucky Strike cigarettes). The Walt Disney Studios too have fallen in line with Mickey Mouse being sponsored by Pepsodent Co. on the NBC-Red network. In doing this the studios have partially assuaged the feelings of disgruntled exhibitors by selling their programs on the advance advertising jobs these radio shows will do in plugging forthcoming attractions.



However, in the case of the Fox West Coast Theatres, one of America's largest theatre chains, radio has not taken on the appearance of a bugaboo. To the other extreme, executives of this chain have counteracted this debatable box-office harm of radio with the good that it has to offer.

In short, they have recognized in radio a powerful advertising medium, the judicious purchase of which has given them advertising that is as economical as it is good. The result of this has been a yearly appropriation exceeding $30,000 for their Los Angeles territory alone. The major portion of this appropriation for radio is devoted to the use of weekly spot announcements on the Los Angeles outlets of the three national chains. These spot announcements are all concentrated on Sunday, Monday and Tuesday, in advance of the Wednesday openings of new attractions at their deluxe houses in Los Angeles.

MR. HILLMAN

Two-Fold Achievement

These spot announcements serve two purposes. First, they render a selling message for the Los Angeles deluxe first-run houses of the Fox West Coast Theatres. Second, they deliver an institutional message for the more than 100 Fox West Coast houses throughout Southern California. As an example of a typical announcement: Fox West Coast Theatres! The place to go! Tyrone Power and Alice Faye in "In Old Chicago" . . . Starts Wednesday — Loew's State and Grauman's Chinese Theatres.

JELLO AGAIN!

Selective buying of these spot announcements, before the nation's top programs, including Jack Benny, Burns & Allen, Walt Disney's Mickey Mouse and other equally popular shows, has assured Fox West Coast of a guaranteed audience for their announcements—an audience that measures into the hundreds of thousands in Los Angeles county alone.

Figuring on a dollar and cents basis, the economy of radio for Fox West Coast Theatres is readily seen. For example, the combined rate of the five Los Angeles dailies is $29.54 per inch. Contrasted to this is the $48 cost, under a yearly contract, of their weekly spot announcement preceding the Jack Benny program. Now, a mental picture can be readily drawn of the relative number of advertising impressions that can be delivered by that small one inch ad in the newspapers . . . as against the number of auditory impressions that are delivered by this spot to the hundreds of thousands of listeners within the county, huddled about their radios every Sunday night at 8 o'clock to hear the Benny program.

No inference should be drawn from the above comparison that the economy and effectiveness of radio, judiciously bought, can lead to any gradual decrease in importance of newspaper advertising for theatres. For a variety of reasons, newspapers will always carry the major portion of the theatre budget.

LUSTY LOVE
NEWS

The use of radio by Fox West Coast Theatres, has, however, demonstrated the effectiveness of using both media—newspapers to deliver a full and complete sales message, and radio to follow through with reminder copy.

LIKE the Pulitzer Prize poet Archibald MacLeish's *Fall of the City*, written for radio and first performed on CBS, the Pulitzer Prize playwright Maxwell Anderson's *The Feast of Ortolans*, broadcast over NBC-Blue last September, will be brought out in book form shortly. The Dramatists Play Service, 6 E. 39th St., New York, will publish it as a paper-bound volume and sell it for 35 cents.

CBS Opens Studio In West April 2

Plans Big Hollywood Fete; NBC to Be Ready in August

OFFICIAL opening of the new CBS West Coast headquarters being erected in Hollywood at a cost of $1,750,000, has been tentatively set for April 2, with special ceremonies planned for the occasion. Network officials from New York, Chicago, and other important centers will be in attendance. William S. Paley, CBS president, now in Hollywood, is expected to remain on the West Coast until after the ceremonies.

A two-hour special program which will be shortwaved abroad as well as heard in this country, is being arranged by Charles Vanda, CBS West Coast program director. Following the opening, CBS may charge the general public a nominal admission fee to inspect the studios and building. Admission will include a souvenir booklet and money will be turned over to charity.

NBC Opens in August

NBC, also erecting new division headquarters in Hollywood, at Sunset Blvd. and Vine St., plans its official opening for mid-August. The structure is being erected on the unit plan, following the established motion picture studio idea.

KMTR, Hollywood, started broadcasting from its new studios at 1000 Cahuenga Bldv. on Feb. 15. The structure, erected at a cost of more than $50,000, is of the old California-Spanish Mission style of architecture and is built entirely of adobe brick. It houses executive and production offices, five studios and a theater-auditorium.

KFVD, Los Angeles, is also located in new headquarters, having acquired at a cost of approximately $25,000 the building at 338 S. Western Ave., that city. It has been remodeled for executive offices and studios and is Western Electric equipped.

Influence of Broadcasts On Reading Is Described

JOSEPH MERSAND, director of the institute of adult education, Boys' High School, Brooklyn, has written a pamphlet, "Radio Makes Readers," showing the influence of radio on the reading habits of 150 boys between the ages of 15 and 16. Of these boys, only one did not have a radio in his home; 146 said that they listened to scheduled daily programs; 135 read the radio pages of the newspapers.

Fifty-seven radio dramatizations had been heard by the pupils, and after hearing them 72 of the boys read these plays and others by the same author. A lengthy list of books read by the students as a result of radio presentations is reprinted; most of them, says Mr. Mersand, would be on school supplementary reading lists, and the fact that the boys read them voluntarily is an indication of the success of the broadcasts.

FRANK ROEHRENBECK, general manager of WHN, New York; Allan Zee, production man for the station, and Elektra Allison, staff pianist, have written a song aimed at reckless drivers called "A Little Bit Careful".

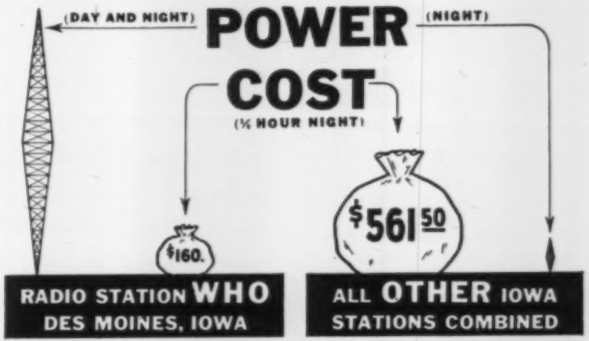
XUM

BIG, YES! —BUT ECONOMICAL!

YES, it's true that WHO has nearly 90% of all the commercial nighttime power in Iowa—but don't get the idea that WHO is "expensive".

Despite the fact that power, location, facilities and "showmanship" make us one of the nation's really significant factors in radio, you can use WHO for an *insignificant* cost—actually less than 29% of what you'd pay for the remaining 6,400 watts of commercial nighttime power in the state!

Only with WHO can you cover Iowa. We give you "Iowa PLUS" — and the "PLUS" stands for a big slice of the entire Central West.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POWER
(NIGHT)
COST
(½ HOUR NIGHT)
$160.
$561.50
RADIO STATION WHO DES MOINES, IOWA
ALL OTHER IOWA STATIONS COMBINED

WHO operates on a clear channel, at 50,000 watts, full time. The combined nighttime power of all eleven other commercial stations in Iowa is 6,400 watts. . . . The cost-figures speak for themselves.

WHO *for* IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . . FREE & PETERS, INC., REPRESENTATIVES

Free Radio Time At Election Urged

Knox Claims Stations Should Barter Hours for Waves

PROPOSING a new method of raising funds for Republican campaigns, Col. Frank Knox, publisher of the *Chicago Daily News* and candidate for Vice-President of the United States in 1936, suggested Feb. 22 in a Des Moines speech that radio, as a "partial compensation for the privilege" of using wavelengths be required to donate free campaign time to the political parties.

Col Knox' speech, broadcast over WHO, suggested a plan whereby campaign contributions be limited to $1,000, with a total G. O. P. chest of $3,000,000, of which $1,000,000 is to be derived by $100 memberships of 10,000 persons in a proposed "Ten Thousand Club."

The Largest Campaign Item

In his address he took occasion to refer to the cost of radio. "What I have in mind," he said, "is the cost of radio broadcasting. It has already become very nearly the largest single item in the expense of a campaign. Radio, in a sense, is a natural monopoly. Each station uses a certain wave frequency. It is granted the right to this frequency, and is protected in its enjoyment of it, by the Federal Government.

"Why not, as a partial compensation for this privilege, require that, near election time, both great parties be allowed, without expense, an equal amount of time on the air, to the end that both sides of all issues be fairly and adequately presented to the people. Minor parties should, of course, be treated with proportionate consideration."

GOP Already Planning Extensive Use of Radio

WIDESPREAD use of radio in the next elections already is being planned by the Republican National Committee, according to advices in Chicago, where headquarters are maintained. In informed sources it was stated that the $800,000 expended by the Republicans in 1936 for National radio time, will be exceeded.

Offices of the Committee of 100 shortly will be opened in Chicago under Dr. Glenn Frank, former president of the University of Wisconsin, to function as a sort of steering committee on the Republican organization, notably in its campaigning activities, it was asserted. It was stated too that the bulk of the radio time for the Congressional and the impending Presidential campaigns again will be placed through Hill Blackett, head of Blackett-Sample-Hummert Inc., Chicago agency. All of the planning is under the direction of Dr. Frank.

WIND Facsimile

WIND, Gary, Ind., on Feb. 23 was granted special experimental authority by the FCC to operate its regular broadcast transmitter for experimental facsimile transmission on its 560 kc. frequency with 1,000 watts. The authorization is for the hours between 12 midnight and 6 a. m. from March 1 until the next regular license period.

MOBILE—Even the license number of the new WBBM mobile air theatre conforms to the station's engineering standards, representing its frequency. The trailer tag is 410, WBBM's address on North Michigan Ave., Chicago. When CBS picked up Lincoln birthday ceremonies at Lincoln, Ill., H. Leslie Atlass, CBS vice-president, went along in the mobile unit. He and his brother Ralph founded WBBM in Lincoln in 1923. In the photo, Mr. Atlass is shown (left) being welcomed by Fred Edgel, Lincoln attorney, and a newsboy.

Censorship of Programs Opposed by Speakers At Lawyers Guild Meeting

SPEAKING before the second annual convention of the National Lawyers Guild in Washington, Feb. 20, Hubert T. Delaney, New York City Tax Commissioner and Chairman of the League's Committee on Administrative Agencies, attacked censorship of radio programs.

His committee conducted an extensive survey of censorship, the FCC Act of 1934 and of the networks, he stated, referring specifically to NBC's refusal to allow General Johnson to talk on venereal diseases. He condemned that action as "arbitrary censorship." The FCC has no constitutional authority to censor radio programs, he argued.

Striking at the FCC provision which, in time of war, would give the President dictatorial power to commandeer all radio stations, the colored attorney offered a resolution which stated that no one man should be given that much power and suggested the act be amended to give this power to Congress.

Mr. Delaney offered a second resolution giving all stations complete indemnity from libel suits, proposing an alternative that speakers be bonded. It was further resolved that the networks keep public records of all denials of time; that civic and patriotic organizations that buy radio time must file a list of all who have contributed more than $1,000; that the FCC enforce "its present authority in requiring specific intervals for non-commercial broadcasts."

It was the sense of the committee that networks today "form a practical monopoly in that they exercise 93% of radio's power."

The complete findings of the committee will be published shortly in the Guild's *Quarterly*.

ALFRED SCHINDLER, formerly with Street Railways Adv. Co., New York, has resigned to form his own company, Sponsors Sales Service Inc. The new firm will "provide a cooperative market service for radio sponsors" in return for merchandise.

Vocal Singin'

BUXOM negress waddled into the studios of KARK, Little Rock, Ark., the other day and asked Jack Lewis, KARK program director, for an announcing job. She produced a "graduation certificate" issued by a radio school bearing the name of a well-known radio personality and his signature. "Ah does vocal singin' too," she added, "Dey taught me thru de mail." The industrious soul had been studying three years.

RMA Winning Support For Move to Repeal Tax

THE INTENSIVE campaign being waged by Radio Manufacturers Association for repeal of the 5% Federal excise tax on receiving sets or at least a substantial reduction in it, has won support of many broadcasters because of its definite bearing on receiving set sales. Bond Geddes, executive vice-president of RMA, declared Feb. 19 that prospects are bright for revision of the discriminatory tax by Congress which currently is considering such legislation.

He called the tax a special, selective, discriminatory "nuisance" levy. Its repeal, among other things, would increase the number of broadcast listeners by lowering set prices and thereby spurring purchases. It would provide an immediate needed business stimulus, he declared. Mr. Geddes has asked all elements in the industry to inform their Senators and Congressmen of this situation. Radio is no longer a luxury, he declared, and should not be penalized by a luxury tax. Dn the contrary, he called it a greater medium of mass communication than the press and a "necessity" in modern American life. There are 45,000,000 sets in use, many millions more than automobiles which are taxed only 3%.

Duplex Facsimile Tests Authorized

Finch to Conduct Series of Ultra-high Experiments

TO TEST the efficacy of duplex transmission and reception of regular broadcast and facsimile programs on the same ultra-high frequency band, the FCC Feb. 22 granted W. G. H. Finch, president of Finch Telecommunications Laboratories, New York, and pioneer facsimile inventor, a license for experimental operations on the ultra-high frequencies, call W2XBF.

To operate in the 31,000-41,000 kc. band, the experiments, held to be the first dual service operation of this particular type, will seek to ascertain whether it is feasible to transmit both voice and facsimile on the same band and to pick up the simultaneous impulses on a dual receiver, picking up both the sound and visual emissions.

Finch engineers said that public benefits which would result from such successful operation would be economy in the use of one channel instead of two for the separate services; use of a single receiver for both types of reception, and economies for the broadcaster in use of a single transmitter in providing two services.

The FCC grant calls for complete installation of a 1,000-watt ultra-high frequency transmitter operating on the 35.6 megacycle band. Upon completion of the transmitter, test receivers will be installed in various locations to ascertain limits of useful service areas and the signal to noise ratios for the two services. A vertical radiator comprising copper sheathing on a 37 ft. pole, 1 ft. in diameter and installed on the penthouse atop a 14-story building, will be used. Total heighth from the ground will be 312 ft.

Simultaneously, Finch announced that WWJ, Detroit pioneer station, has placed an order for a complete facsimile transmitter and 50 receiving recorders. This brings the total number of stations using Finch facsimile to 10. Others include WCLE and WHK, Cleveland; WGN, Chicago; WHO, Des Moines; WSM, Nashville; WOR, Newark; KTSP, St. Paul, and WGH, Newport News. The order was placed by W. J. Scripps, general manager of WWJ.

Miles Off in Summer

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), for the first time in its history will cancel practically all its spot advertising during the summer months, going off in May and returning in September, according to Ed Nelson, ad space buyer of the agency. *Comedy Stars of Broadway*, quarter-hour thrice-weekly discs currently on 50 stations and foreign language shows on about 10 eastern stations will go off for the summer. *Comedy Stars*, which recently started on about 10 Canadian stations will be continued through the summer and there is a possibility the quarter-hour news broadcast on the Don Lee network will also be continued. Wade Adv. Agency, Chicago, handles the Alka-Seltzer account with Associated Adv. Agency, Los Angeles, handling West Coast and Cockfield-Brown & Co. Ltd., Montreal, handling Canadian placements.

XUM

THE SEAL OF SUPREMACY

IRS

NATIONAL REPRESENTATION BY

INTERNATIONAL RADIO SALES

Now Representing

WDRC	HARTFORD
WORC	WORCESTER
WINS	NEW YORK
WBAL	BALTIMORE
WCAE	PITTSBURGH
WLS	CHICAGO
WISN	MILWAUKEE
KOMA	OKLAHOMA CITY
WACO	WACO
KNOW	AUSTIN
KTSA	SAN ANTONIO
KOY	PHOENIX
KEHE	LOS ANGELES
KYA	SAN FRANCISCO

■ **Radio Stations represented by IRS offer advertisers dominant coverage of selected markets. A limited number of new stations will be added. Each new station and each new market will measure up to the high standards IRS has established. The seal of supremacy means—and will always mean—a productive market for advertisers' merchandise.**

AN ADVANCED REPRESENTATION SERVICE FOR STATIONS ★ NEW YORK · CHICAGO · DETROIT · LOS ANGELES

Two Local Grants Announced by FCC

Denton, Tex., Provo, Utah, Will Have New Stations

TWO new local stations — one in Denton, Texas, and the other in Provo, Utah, were authorized for construction by the FCC in decisions reached Feb. 19 and announced Feb. 23. At the same time the Commission denied the application of Food Terminal Broadcasting Co. for a new local in Cleveland.

The Denton station will operate with 100 watts daytime on 1420 kc., and will be licensed to Harwell V. Shepard, former amateur operator, who with his father manages a funeral home in that community. The recommendation of Examiner Irwin was sustained in making the grant.

New Utah Station

The Logan station will operate with 100 watts full time on 1500 kc., and will be licensed to Cache Valley Broadcasting Co., whose officers and directors are S. L. Billings, local business man, president; J. A. Reeder, vice-president, who will be the station's commercial manager; William P. Connor, secretary, a musician; Leo R. Jensen, a director, who will be program and technical director; J. M. Reeder, a director, who will be chief engineer. The Commission's decision supported the recommendation of Examiner Hill.

Holding that no need exists for an additional station in the Cleveland area, the Commission denied the application of Food Terminal Broadcasting Co. for a new station to operate there with 100 watts daytime on 1500 kc. The company, an Ohio corporation, was formed by stockholders of the Northern Ohio Food Terminal Co., which operates a center market where food products are sold to retail dealers of Cleveland and vicinity.

Two Seek 50,000 Watts

THE two stations occupying the high power regional frequency of 1480 kc. — WKBW, Buffalo, and KOMA, Oklahoma City — will shortly apply for 50,000 watts. Both are now operating with 5,000 watts and both have applications pending before the FCC for 10,000. The Buffalo station is operated by the Buffalo Broadcasting Corp. and the Oklahoma City station by Hearst Radio Inc. Under the Havana treaty, stations on the 1480 kc. wave are to be shifted to 1520 kc., and the move for higher power is said to anticipate the shift.

WJNO on New Basis

WJNO, West Palm Beach, is now available as a "bonus station" for CBS advertisers using the CBS Florida Group, which includes WMBR, Jacksonville; WQAM, Miami; WDBO, Orlando, and WDAE, Tampa. WJNO, which was formerly sold at a base rate of $125 per evening hour, became a bonus station Feb. 17. At the same time rates for WQAM and WDAE, both formerly on the $125 per evening hour base rate, were raised to $150 per evening hour, $90 per half-hour and $60 per quarter-hour, with half of those rates applying in the daytime.

SELLING THE HOT IDEA

How a Cleveland Furniture Company Found Success With A "Quiz Bee" on WHK

By LESLIE DELMEGE

Gerst Adv. Agency, Cleveland

THE RADIO salesman who rushes breathlessly into an advertising agency with a "hot idea" is like the man in search of a coat to match his pants. Any pants dealer will tell you that is is more profitable to sell new trousers to match old coats than it is to sell, or try to sell, new coats to match old trousers. This business-in-reverse method not only defeats all principles of sound merchandising and advertising, but it appears to be the No. 1 problem in selling local radio to local agencies for local sponsors.

Newspapers have long since discovered that beautiful layouts, like beautiful radio programs, will not sell space to advertisers unless the idea pushes white shoes in summer, anti-freeze in winter, and a clearance sale when it is time for a clearance sale. Newspaper space salesmen *know* when their accounts should push a particular item, but the radio salesmen are still standing on the sidelines with the "beautiful program", the matchless coat, the layout that doesn't fit.

More Than a Game

Radio has been too slow in taking the "extra step" in merchandising. Retail advertisers want store traffic, mailing lists, new customers, and good-will if it isn't too expensive. There is too much talk about radio doing the job over the long route. Newspapers pull business today on yesterday's advertisement, but radio asks for "time," a long stretch to do the same job a newspaper can do in one day.

The *Quiz-Bee* of Cleveland is one of the country's outstanding local programs because it doesn't ask for time, because it pulls business at once, because it develops a mailing list and because it creates store traffic. Considering the mortality of so-called "new" local programs that are forever filling the radio columns only to drop out of the air after a few broadcasts, the 26-week run of any half-hour evening local program is practically a miracle.

In the first place, half-hour evening time is often too expensive as a good-will builder for a local advertiser. This appropriation, if spent on radio, will buy three or more spot announcements daily for a month, and a better radio buy than just another program. Also, there are few live talent evening programs that can be staged in Kansas City, Detroit, Rochester or Cleveland that can compete with the Jolsons, Cantors, Allens and Bennys.

But Cleveland's *Quiz-Bee*, sponsored by The Royal Furniture Co. is presently going into its third 13-week contract. This is a Friday evening program, 7:30 to 8 p. m., on WHK, NBC-Blue outlet in Cleveland. Ordinarily, this might be no more than a radio salesman's "hot idea," a question and answer game, an indoor vox-pop. But it isn't. And the reason for its success is because the program has been completely tailored by the advertising agency to fit the sponsor's needs.

LESLIE DELMEGE

Thus far, the program has pulled approximately 40,000 pieces of mail. Listeners of Northern Ohio have submitted over 135,000 questions and answers. Store traffic has been increased from 300 to 700 weekly, and 22,000 Clevelanders have visited Royal stores for the purpose of obtaining radio studio admission tickets or to register their names in *Quiz-Bee* contestants' books. The listener who submits the best question and answer entry each week is awarded an all-wave radio set, and the mail is followed up with a direct mail piece, an official coupon entry blank, and a special discount inducement to buy immediately at the sponsor's stores. This is the "extra merchandising step" that makes "just another program" a profitable one for the sponsor.

Give Them What They Want

Likewise, what frequently appears to be an accepted local program by the sponsor and listeners often dies in the middle of a contract simply because the producers failed to meet changing conditions. If the dialers want spelling bees, give them spelling bees, and if they want a contest of some kind between the Elks and the Eagles, the firemen and the policemen, give it to them. But if they tire of your pet program, don't "make 'em like it". They won't.

The *Quiz-Bee* of Cleveland, although very successful, is presently being changed to permit high schools, colleges, fraternal organizations and other groups to appear before the *Quiz-Bee* microphone. Then, too, rather than have a waiting list of some 500 Clevelanders on the admission ticket list, the program has been moved to the stage of a popular uptown theatre, thus permitting a visible audience of 1,500 *Quiz-Bee* fans.

Practically every local program live talent or transcribed, can be made to fit the needs of any sponsor. But all advertising agencies cannot afford the time it takes to rebuild and reshape each "hot idea" with the vital business-pulling stunts required by the agency's clients. Hence, the radio salesman who begins first behind the sponsor's counter or on the client's beer wagon, is the one who will walk into the agency with pants to match the client's coat.

The fact that there are more "hot ideas" than there are buyers proves that local radio has too many pantless coats for sale. If your prospective sponsor sells popcorn, it's up to you to show him how radio *can* increase sales, and if you study the popcorn market you will eventually find a way to do it. I believe it was Robert Updegraff who once said that before you begin writing copy about a lawn mower—get behind it and sweat. However, in radio, before building a program for a local sponsor, begin at the point-of-purchase, the client's customers —and then go back to the station for pants to match the coat.

Increase in Power Is Granted WMAZ

WBAX Placed on Full Time; WJBW Renewal Ordered

AN INCREASE in operating power of WMAZ, Macon, Ga., from 1,000 to 5,000 watts daytime was granted by the FCC Feb. 23. Night power of the station, operating on 1180 kc., will remain at 1,000 watts. The increase becomes effective March 4.

The FCC also granted WBAX, Wilkes-Barre, unlimited time, in lieu of specified hours on the 1210 kc. channel with 100 watts power. The application of WJBW, New Orleans, for renewal of license, following hearing, was granted.

In deciding the WMAZ case, the Commission held the CBS outlet would increase its total population served within the .5 millivolt contour from 113,814 to 180,371, based on the 1930 census. It held also that the only satisfactory broadcast service rendered in the area around Macon is that of WMAZ. The station is headed by E. K. Cargill, president and general manager.

Wilkes-Barre Boost

In granting the WBAX application for full time in lieu of specified hours, it was held that no undue interference would result to other stations on the frequencies, that there was a public need for the unlimited time operation and that the equipment proposed to be used was adequate.

The Commission added that the Wyoming Valley area with a population of 336,000, is within the trade area of Wilkes-Barre and that the most densely populated portion is supplied with broadcast service from WBAX.

The WJBW renewal case involved a contract entered into by Charles C. Carlson, licensee, with the Southern Broadcasting Corp., under which the latter was employed as sales agent to handle the advertising business of the station. It was held that the contract provided Mr. Carlson should retain full and complete control over operation of the stations and that he at all times had maintained such control, within the requirements of the law.

FRANK STRIKER, author of *The Lone Ranger*, originating at WXYZ, Detroit, for Mutual, is writing a novel with the ranger as central character.

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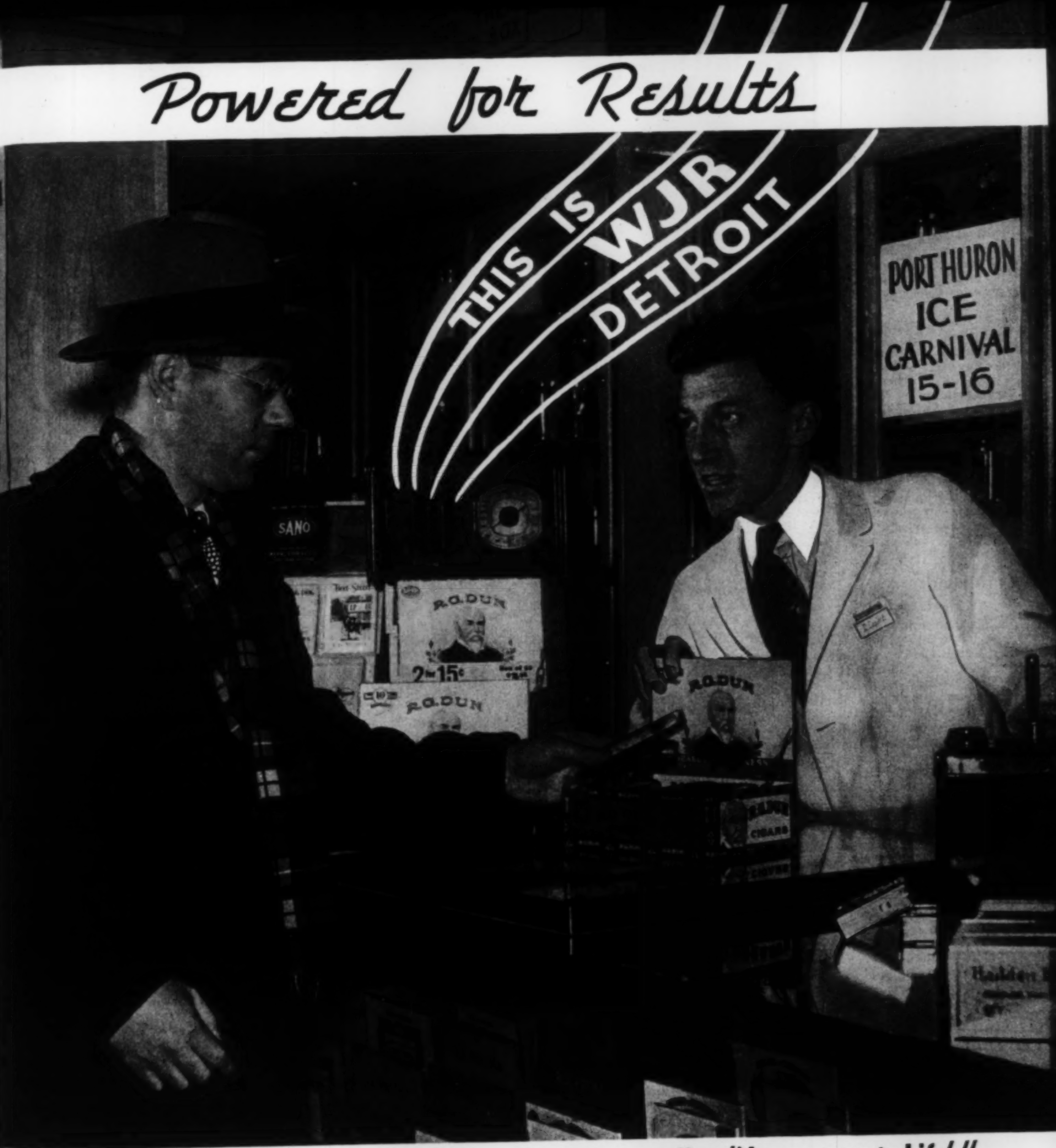

THIS IS WJR DETROIT
SANO
R.G. DUN
2 for 15c
R.G. DUN
PORT HURON
ICE
CARNIVAL
15-16
R.G. DUN
R.G. DUN
CIGARS

CUSTOMER: "I just heard a swell program on my car radio—'News comes to Life'."
CLERK: "Yeh! That was from WJR. It sure sells a lot of R.G. Dun's."

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE
Goodwill Station
DETROIT

50,000 WATTS

G. A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE PRES. & GEN. MGR.

XUM

Shortwave Bands Dominating Early Discussions at Cairo

Havana Proposals Taken Up by World Delegates; Conference May Adjourn by Middle of March

THE QUESTION of additional allocations for international shortwave broadcasting, slated to be one of the last matters to be considered at the International Telecommunications Conference, cropped up as one of the first orders of business, to the amazement of the American delegation at the Cairo sessions.

The Conference formally got under way Feb. 1 and as soon as subcommittees were appointed, one dealing with allocations immediately waded into the subject of shortwave allocation. The recommendations reached at the Havana Inter-American Conference, addressed in the name of the 21 Pan American nations to the Cairo Conference, became the subject matter. A subcommittee was appointed to study the question of shortwave broadcasting above 6,000 kcs. and bring in a report.

The Havana proposal is for allocation of frequencies between 6,000 and 25,000 kcs. for shortwave broadcasting.

Early Adjournment

The conference, at the outset, decided it would attempt to adjourn by March 17 if possible and March 31 at the very latest. It had been anticipated that the Conference would run about three months but the desire of the nations appears to be for expeditious handling.

The conference convened as scheduled Feb. 1 with a formal inaugural by the King of Egypt and a reception at the Palace that night. On the following day the telegraph and telephone groups held plenary sessions after which the radio conference convened in plenary session. Senator Wallace H. White, chairman of the American delegation, was made chairman of the important technical committee. Other committees set up were on regulations and tariffs and traffic. On Feb. 3 all three of these committees had their first meetings for organization and divided into subcommittees, parceling out the work.

The technical committee designated a subcommittee on allocations presided over by Col. Angwin of Great Britain, along with a subcommittee on classification of waves and miscellaneous subjects headed by a Polish delegate. It was on March 4 that the Angwin subcommittee plunged into the heart of its activity by invading the shortwave allocation problem.

This action came as something of a surprise to the U. S. Delegation which had no prearrangement on consideration of shortwave allocations and searching wavelengths which might be assigned for that purpose at so early a date. The International Broadcasting Union, representing the European broadcasters, supported the ideas, which occasioned some surprise. There was some discussion by the French delegation about the bases of national vs. international broadcasting and it was indicated that the subject would be invaded rather comprehensively.

Interested American company observers are participating in the discussions on these allocations, together with representatives of European interests.

Tropical Allocations

The Angwin allocation subcommittee also began consideration of tropical broadcast allocations in the band 2,000-6,000, primarily for the South American nations. This subject was assigned to another subcommittee which is following largely the principles laid down at the Havana Conference. The difficulty is to devise a formula whereby technical aids such as directive antennas, and time sharing in view of different hours in different parts of the globe, may make possible use of some broadcasting frequencies not yet discernable as available.

A movement toward plans whereby fixed point to point service bands would be allowed for broadcast service as a secondary proposition, has developed. Because this is a basic departure in established policy, it is felt that the project will be defeated. If it were provided that fixed service frequencies for point-to-point be used for broadcast, it is felt, their use for other services would have to be permitted and the frequency allocation by service set up originally would mean nothing with possible resultant chaos in the fixed service bands.

Supreme Court Review Of Ruling Asked by WIL

A PETITION to review the decision of the lower court in the WIL-*Star-Times* case in St. Louis, was filed with the U. S. Supreme Court Feb. 19 by counsel for WIL, Louis G. Caldwell and Donald Bealor.

WIL was the unsuccessful applicant before the FCC for assignment on the 1250 kc. channel, with 1,000 watts, in lieu of its present local assignment, the Commission having granted the application of the newspaper. The case was appealed to the U. S. Court of Appeals for the District of Columbia which last December sustained the FCC in a strongly worded opinion in which it condemned certain FCC procedure.

Counsel for WIL contended that the Court of Appeals erred in permitting the Commission to decide the WIL case without any "findings of fact" and also attacked the procedure whereby a detailed statement of facts and grounds for decision was not made available until 60 days after the action and after the appeal was noted. The highest court is expected to pass on the petition for writ of certiorari during March.

KPAB are the call letters assigned by the FCC to the new local station on 1500 kc. in Laredo, Tex., which the FCC authorized for construction Feb. 9 [BROADCASTING, Feb. 15].

Buffalo's Gorges

WHEN the Falls View Bridge connecting Canada and the United States was recently destroyed by an ice jam in the gorge below Niagara Falls, the Buffalo Broadcasting Corp. aired 16 broadcasts on WGR and WKBW during the danger period. As the ice jam mounted against the bridge WKBW fed CBS a description of developments. When the wreckage of the bridge was dynamited, the explosion was recorded and broadcast a few hours later. So keen was the listener interest that the record was rebroadcast twice the following day.

WTOL Completes Staff, Headed by M. E. Kent; Dedicated on Feb. 27

COMPLETION of the operating staff of the new WTOL, Toledo, which was to be formally dedicated Feb. 27, has been announced by Frazier Reams, Toledo attorney and president of the Community Broadcasting Co., licensee of the 100-watt daytime station on 1200 kc. which the FCC authorized for construction last July 2.

Mr. Reams

Mr. Kent

Headed by M. E. Kent, former commercial manager of WJBK, Detroit, and onetime sales executive with Ford and General Motors, the station's staff will include Lester Mitchell, formerly with WWJ, WXYZ and WJBK, Detroit, as program director; William Siegman, formerly with WXYZ and WJR, Detroit, as chief engineer; Frank Ridgeway, formerly with KTHS, Hot Springs, and Emil Gebhardt, as assistant engineers; Jack Zieghn, formerly with WIBM, Jackson, Mich., and Bog Ingham, formerly with WADC, Akron, as announcers; Estelle Scott, secretary; Suzanne Blanchard, traffic manager; Nettie Paddock, bookkeeper.

In addition, Arthur Croghan, formerly manager of WDGY, Minneapolis, has been named to the sales staff, which also includes Ralph Sisson, Ralph Meckler, Robert F. Dranper and W. F. Kilmer, all of Toledo. Allan D. Grigsby, formerly with WOR, Newark; WTAM, Cleveland, and WSPD, Toledo, will conduct the *Family Counsellor* program, and Mary Merickel West will handle an early morning spot. Karl W. Kessler, formerly with WHKC, and WBNS, Columbus, will handle a *Man on the Street* program, while Ingham is assigned to sports and Sisson to newscasts.

FORD MOTOR Co., extensive user of radio time, will erect a building and install an exhibit at the 1939 Golden Gate International Exposition in San Francisco to cost in excess of $500,000.

Foreign Programs On Enlarged Scale

World-Wide and GE Starting Pan American Broadcasts

INTENSIVE international broadcast activities on the four so-called "Pan American frequencies", allocated Feb. 1 by the FCC to World-Wide Broadcasting Corp., Boston, and General Electric Co., Schenectady [BROADCASTING, Feb. 15], are getting under way with programs aimed primarily toward Latin America.

World-Wide over its W1XAL, on Feb. 16 began using 11,730 kc., which with 15,130 kc. and 20,000 watts was allocated to it for cultural programs. Over its facilities Thomas J. Watson, president of International Business Machines Corp., president of the International Chamber of Commerce and trustee of the Carnegie Endowment for International Peace, read a message from Secretary of State Hull stating that "radio can be one of the strongest moral and spiritual bonds between people if it is utilized in a spirit of mutual and sympathetic understanding."

Participating also in the broadcast were Walter S. Lemmon, president of the World Wide Foundation, a non-profit institution, who is with International Business Machines Corp. as head of its radio-typewriter development; President William Mather Lewis, of Lafayette College, and John L. Merrill, president of the Pan American Society.

GE Soon To Start

General Electric Co. announced that on March 4 it will start using the 9,950 and 21,500 kc. frequency assigned to it by the FCC when making the Pan American grants with 100,000 watts power. It stated that its W2XAD and W2XAF will enlarge their daily schedules by 2½ hours, using not only these two frequencies but also the 15,330 and 9,530 kc. that were previously assigned.

NBC, which was denied use of any of the four Pan American waves following the FCC hearing, is continuing its shortwave broadcasts over W3XAL, beaming toward Europe on 17,780 kc. and toward South America on 6,100 kc. Its International Division announced Feb. 17 that a new series titled *Portraits of Famous Americans*, consisting of life stories of men and women on the honor roll of American history, would be broadcast in four different periods each Friday. The stories will be narrated in French at 1:30 p. m., in German at 2:15 p. m., in Portuguese at 7:30 p. m. and in Spanish at 9:15 p. m. (all EST). Italian will be added later.

---

20 Grand at Night

AXTON-FISHER Tobacco Co., Louisville (20 Grand cigarettes), has purchased 26 hours weekly on the *Nite Watch* program of WIND, Gary, nightly from midnight to 4 a. m. John T. Carey, recently appointed sales manager of the station, negotiated the contract which runs from Feb. 15 to Aug. 14, with renewal option, through McCann-Erickson, New York, agency handling the account. Featured on the *Nite Watch* is Allen Thompson, who conducts the entire feature.

OIL KEEPS MONEY MOVING IN OKLAHOMA!

A night view of activity in the Oklahoma City Oil Field.

WKY KEEPS MERCHANDISE MOVING IN OKLAHOMA!

Oil is as important to Oklahoma as Oklahoma is to oil. Last year this state supplied more than a sixth of all the oil produced in the United States.

With demand for petroleum in 1938 reaching an all-time high, drilling, producing, transporting and refining operations will continue to keep important money coming into Oklahoma . . . to keep it on the move.

With life-giving oil flowing through its business veins and a heavy carry-over of farm cash following the best crop year since 1931, Oklahoma is today outstanding in the nation as a market in which to bear down on selling effort.

You can put maximum power and effectiveness in your selling program in Oklahoma by putting your product on the station which has convincingly proved its ability to keep people listening . . . to keep merchandise moving.

WKY *Oklahoma City*

Representative — The Katz Agency

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY

A *New* AND *Bigger* LIBRARY

TAILORED TRANSCRIPTION SERVICE

***A**gain — Standard pioneers! The same spontaneity, the same flair for originality which has contributed so greatly to Standard Radio's amazing growth in the short space of only four years, has been applied to a conspicuous sore spot in transcription buying, with equally impressive results. STANDARD RADIO'S TAILORED TRANSCRIPTION SERVICE adds new significance to the question—*

"Are Your Transcriptions Up To Standard?"

100 NEW SELECTIONS EVERY MONTH
20 HOURS OF CONTINUITY EVERY WEEK

- Would you like to have a complete presentation of this new and revolutionary plan? A letter or wire to the nearest Standard office will bring it to you.

R *but* MADE-TO-YOUR-MEASURE!

Standard Radio's

TAILORED TRANSCRIPTION *Service*

① *Standard Radio inaugurates a new epoch* in the field of transcription library services. Now, for the first time, a service which is individually tailored . . . made up to fit the specific and individual needs of each radio station!

② STANDARD'S TAILORED TRANSCRIPTION SERVICE means that stations may now subscribe to a service which includes the types of talent which fit in with their other live talent sources and the preferences of their listeners and sponsors.

③ *Stations desiring the full service,* will find Standard Radio's new library augmented to a higher figure than ever before. Besides a substantial increase in the basic library, the service provides 100 new selections each month, and 20 hours of prepared continuity each week.

④ *Starting from the full service,* stations can now eliminate specific types of music. For this purpose, organized sections may be deleted, thus reducing both service and cost to meet the specific and individual needs of your station.

Standard Radio

180 N. MICHIGAN AVENUE, CHICAGO, ILL. • 6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CAL.

Broadcasts by Adam Hat Bring Boost in Business

EXPANSION of Adam Hat Stores outlets from 400 to well over 600 is credited largely to the company's fight broadcasts begun last November on NBC-Blue by Leon Goldberg, advertising manager. "We have 30 representatives on the road today where we had none out before these broadcasts started," he said, "and now we have reached the point where further expansion must be held up until we are properly organized to handle it."

Sales increases up to 100% were reported following the first broadcast and sales have continued to climb subsequently, the company says, in both old and new stores, reflecting listener interest in fight broadcasts. Radio advertising is supplemented with careful merchandising, including newspaper ads on sports pages calling attention to the broadcasts. Adam Hat Stores advertising is placed through Glicksman Adv., New York.

Broadcast Stations Aid Rescue Work As Flood and Storm Hit West Coast

ONCE again radio was quick to render invaluable public service that saved many lives when torrential rains and high winds swept the Pacific Coast and the South last month. The damage to station equipment was more extensive than at first realized.

In addition to the destruction of the transmitter towers of KFBK, Sacramento, Cal., and KGDM, Stockton, [BROADCASTING, Feb. 15] numerous power breaks resulted from the unprecedented floods and winds. KPO, San Francisco, was off the air Feb. 9 for a total of 100 minutes due to power trouble. KGO and KROW, Oakland, were off the air several hours the same day because of power breaks. KYA, San Francisco, lost only five minutes, but windows in its transmitter house were broken and equipment somewhat damaged during a 90-mile gale that threw large rocks against its house.

Breaks in power lines between Fresno and Stockton forced stations of the California Radio System off the air for many hours and programs originating in Hollywood could not get through to San Francisco or to the other valley stations. KSFO and KFRC, San Francisco, maintained uninterrupted schedules. The power lines of KFRC are under ground, while KSFO used its emergency power plant for three hours when a break occurred in its main line.

KRE House Isolated

Floodgates on the eastshore highway near Berkeley, Cal., were broken by the floods and the transmitter house of KRE, that city, was isolated. K. Gordon Morrison, chief engineer of KRE, and his staff took to row boats and kept KRE on the air

SOUTHERN TORNADO — Was reported by WFAA, Dallas, when it interviewed Jay Wells (left), Dallas UP night editor who covered the disaster at Rodessa, La., Feb. 17 and John King Jr. (right), reporter for *Dallas News* who covered the flood at Forney, Tex. James Alderman, WFAA newscaster, conducted the interviews.

All stations in the flooded area along the coast and in the Sacramento Valley broadcast flood warnings and rendered valuable public service. In many counties telephone lines were down and radio was the only means of communication.

KHUB, daytime station in Watsonville, Cal., applied to the FCC for special permission to broadcast after sunset and served the Pajaro Valley for long hours with factual flood news, eliminating the danger of undue excitement caused by exaggerated reports. At the request of the mayor, public health officer, Red Cross, automobile associations and fire department, storm warnings were given at intervals throughout the day and night.

Residents of the valley were kept in constant touch with flood conditions and since many telephone lines were down radio was their only means of communication. Jack Bennett, manager of KHUB, covered the flood front and escaped serious injury when a levee crumbled under him. Announcer Jack Wagner of KHUB and "Toby" Hamma, KHUB chief engineer, were on the air day and night with health instructions and traffic warnings.

When the tornado struck Rodessa, La., on Feb. 17, Jav Wells, night editor of the Dallas UP, hurried to the scene 250 miles from Dallas and on his return broadcast his impressions of the disaster on WFAA, that city. John King Jr., reporter on the *Dallas News*, was also interviewed on WFAA concerning the flood he had covered at Forney. Tex.. where the Trinity River had broken through a levee. James Aldermann. WFAA newscaster, handled the interviews.

Rorer Heads WPEN

DWIGHT E. RORER, for nine years an assistant attorney-general in Washington, has been appointed station manager of WPEN, Philadelphia. Hyla Kiczales, general manager of WOV, New York, and WPEN, up to now has been handling both stations. Ed Dukoff, director of publicity for WOV, was appointed to direct publicity for WPEN as well. He will spend two or three days a week in Philadelphia.

NBC-BLUE and CBS will carry the Fourth Intercontinental Concert from Australia on March 6, through RCA shortwave facilities via Berlin. The concert, presented by the Australian Broadcasting Commission and the International Broadcasting Union, is one of a series given at six-month intervals.

IT'S PLANTING TIME
IN WIBW'S FIELDS!

Bumper sales crops don't "*just grow!*" Before you reap a sales harvest, there's *planting* to be done. That's where WIBW comes in!

For years, we've been preparing the fertile soil of this big-profit field . . . cultivating good-will and confidence . . . building fences of friendship . . . being neighborly with our listeners. This field is *now* ready to receive the seeds of your sales message.

Right now, it's planting time for both farmer and advertiser. When making up your list, remember that WIBW can *produce* and help you harvest the very crop you want . . . RESULTS! And WIBW has never had a sales-crop failure.

FREE
A big, thick, usable Mail Record Book. For recording your daily mail response from *any* media. Comparative data at your fingertips.
Write For Your Free Copy

WIBW "The Voice of Kansas"

BEN LUDY, *Gen. Mgr.*
Represented by Capper Publications in
New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

Plain facts concerning the
ITALIAN MARKET

For all practical purposes, the Italian Market must be considered as a unit in itself, with its own buying habits, its own wholesale and retail outlets, and its own advertising mediums. Here are a few plain facts about this little known market.

1

TERRITORY: One hundred miles around the city of New York.

2

POPULATION: New York City 1,200,000; Westchester County 82,000; Connecticut 260,000: New Jersey 507,000; Philadelphia 350,000; Delaware 121,000. Total 2,521,000.

3

BUYING POWER: It is a billion dollar market with a buying power quite above the average. Here is an instance: in New York City, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars: 17.44% and commercial vehicles: 18.37%.

4

OUTLETS: There are 7500 grocery stores, 1500 drug stores and numberless outlets for practically every product to be sold.

5

COVERAGE: Complete, economical coverage every hour of the day and every day of the year, through Radio Stations WOV, WBIL and WPEN.

6

RESULTS: Without a single exception, any product that has first been advertised through the medium of WOV, WBIL, WPEN is now a leader in its own field. First Italian Program was broadcast April 4th, 1932; it is still on the air.

We think we know how to present your product, the Italian way, to the Italo American population of New York, Connecticut, New Jersey, Philadelphia and Delaware. We have done so for the last six years and gladly place at your disposal whatever we know about the Italian market. Please write or call. No obligation on your part.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

WBIL ★ WOV ★ WPEN

NEW YORK, 5000 Watts

NEW YORK, 1000 Watts

PHILADELPHIA, 1000 Watts

Radio School on KNX

CBS, in collaboration with the Los Angeles Board of Education, has started a weekly quarter-hour experimental educational program on KNX, that city, directed to students in 400 schools in Los Angeles county equipped with radios. Students select the material for the Thursday afternoon program which is arranged and conducted by Vierling Kersey, superintendent of schools, in cooperation with Charles Vanda, CBS West Coast program director. The school board issues special weekly bulletins containing a complete resume of educational subjects to be released during the following week's broadcast. These are distributed to both students and parent-teacher groups. Guest speakers from various high schools are also used on the broadcasts to create listener interest. Similar programs are being planned for other CBS West Coast stations, according to Fox Case, the network's western division public relations director.

THE PRAYER THAT WMCA UTTERS

Democratic Ideals Lie Behind Morning and Evening Expressions of New York Station

So much interest was aroused in the sign-on and sign-off prayers started recently by WMCA, New York, that BROADCASTING *asked Donald Flamm, president of the station, to tell the background of the policy and to submit a sample script. Mr. Flamm's reply follows:*

IN ACCORDANCE with your request, I am pleased to submit herewith further details, concerning the widely publicized report of WMCA's inauguration of a prayer for oppressed peoples of other lands, as part of our sign-off policy.

At the outset, let me explain that the thought is not a new one. What we are doing is to give articulate expression to the desire of every liberty-loving American. Its novelty, if you wish to call it that, is in the fact that this represents the first definite move to publicly express that thought by radio.

It has been mentioned that this move marks the first expression of a definite editorial policy by a radio station. While it may be the first oral definition of policy on the air, it is certainly not the first move on the part of radio to express democratic ideals. Such ideals are necessarily the very life-blood of American radio institutions and are reflected daily in program presentation. All broadcasters, therefore, share sympathy with the American people, for those who are oppressed by the loss of liberty and free speech.

Since this announcement was made I have been approached by several brother broadcasters for more information on the subject with a view to inauguration of a similar sign-off in other stations. This I believe to be a healthy indication of the depth of feeling by the industry for conservation of the ideal of democracy. Perhaps some day soon, the entire American broadcasting industry may be united in a prayer for the oppressed in other lands.

For your further information I am enclosing herewith the script of the new sign-off policy in use at WMCA which includes the prayer referred to above.

The morning script:

SOUND—Cock crow record (repeat off).

VOICE—(Cue) Station WMCA in New York, bids you all good morning.

MUSIC—Appropriate . . . . light seque into heavy.

VOICE—(Cue) This is the beginning of another day . . . a day bringing fresh opportunity to all . . . a day to do with as we will.

SOUND—Telegraph and wireless.

MUSIC—Fast heavy seque into fanfare at finish.

VOICE—From every point of civilization, as events unfold, WMCA stands ready to bring into your homes, a true account of whatever is destined to be the news of this day. May it be a good day, filled with happiness and good fortune for all. Early risers of our great metropolis, WMCA salutes you.

MUSIC—Fanfare.

The night script:

MUSIC—Chimes into slumber music and under.

VOICE—(Cue) This brings us to the close of another day from the heart of the theatrical district in New York City. From whence this voice comes the bright lights are gradually fading.

SOUND—Ship's horn.

VOICE—Night has cast its cloak over the roaring metropolis, bringing silence, peace and welcome rest from work and the cares of the day. From early morn till late night, we have had the privilege of bringing into your homes the colorful pageant of events, gleaned from all parts of the world. Some gay, some sad, but all woven into a pattern to fit into the great tapestry of life.

MUSIC—Seque into Auld Lang Syne.

VOICE—(Cue) To the men aboard the many vessels ploughing the seas we wish a safe journey. To our valiant air pilots we wish God speed. To those who this night are separated from their homes and loved ones, to the sick and discouraged, may the dawning of the morrow bring renewed hope and courage.

MUSIC—Into National Anthem.

VOICE—At this time may we express the fervent prayer that the sweet freedom of democracy so keenly enjoyed by all Americans may some day soon be restored to those people of other lands who tonight are yoked by oppression. And the spirit of brotherly love preserve inviolate the glorious principles on which our own great country was founded. Peace on earth good will to all men.

MUSIC—Up and into opening slumber music.

VOICE—And now the voice of WMCA in New York City bids you all good night . . . good nigh . . . . . good night. . . .

MUSIC—Finish into taps.

Fade out with taps.

Pigeons and People

AFTER broadcasting a rece meeting of the Denver Racing P geon Assn. so many requests we received by KLZ, that city, f pigeon data that Production Ma ager Howard R. Chamberlain writing a show for racing pige fans.

THE WOWO* FAMILY!

Has an annual Budget of

$515,380,000

INDIANA
OHIO

● Retail sales in the WOWO area total $515,380,000 annually . . . Representing the buying power of a "family" of 2,143,412 people (1930 census)—LARGER THAN LOS ANGELES, DETROIT OR PITTSBURGH. They live in 61 counties in Indiana, Ohio and Michigan—a fine cross-section test market: 21 major trading centers and scores of small towns set in a rich farming country. Purchasing power of the WOWO Family is 13% above the national average.

WESTINGHOUSE RADIO STATIONS, Inc.

FREE & PETERS, National Representatives

*Residents within the WOWO Primary Area

A family living in

417,500

Radio Homes

Served and Influenced by WOWO, the one medium reaching this big market.

WOWO

FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

The early morning program **Built for Baltimore**

Jerry—Baltimore's Host

"AROUND THE BREAKFAST TABLE"

BREAKFAST in Baltimore!—there's a phrase known 'round the world.

As traditional as marble front steps and oysters - on - the - half shell, "around the breakfast table" in Baltimore is an unhurried, happy family gathering where good nature and good living prevail and plans for the day are made.

WBAL undertook to discover how it could best honor this great morning tradition while serving and entertaining its listeners. "Around the Breakfast Table", broadcast each weekday morning from 6:30 to 8:30 A. M., is the result.

Your message will reach Baltimoreans in a receptive mood — while they are making their plans for the day — "Around the Breakfast Table".

Low rate for announcements and programs. For instance, 15 minutes — 6 times weekly— only $97.50 on a 52-week basis.

May we tell you more?

10,000 WATTS
1060 Kc.

WBAL
BALTIMORE

SERVING THE
PUBLIC INTEREST
IN THE
BALTIMORE AREA

NATIONAL REPRESENTATIVES — INTERNATIONAL RADIO SALES

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

SOL TAISHOFF, Editor
MARTIN CODEL, Publisher
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1938, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - Plaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE

HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Their Irish Up

THE OLD SAW about locking the barn after the horse is stolen unfortunately seems to have been written for radio. ASCAP and AFM are examples. Trends in Washington provide a warning; there oratorical outbursts against radio are the vogue, with no one taking the trouble to answer them.

Because the industry over the years has had the daylights pounded out of it, broadcasters finally have gotten their Irish up. A fortnight ago the NAB was reorganized. The next step is the selection by its board of an industry leader who, in addition to his internal industry duties, will show them how to lock the door *before* rather than *after*.

Even the most hare-brained schemes win support and headlines simply because they are not answered. In this issue we report a fantastic project, nebulous as yet, whereby Uncle Sam might enter the broadcasting field with a nationwide system of 500,000 to 1,000,000-watt outlets. On its face the plan is ridiculous to anyone with a practical turn of mind. We bring it to light in the belief that the information is a forewarning of the smouldering fires that may flare again to jeopardize the house which broadcasters have so painstakingly built in less than a generation.

In view of his consistently favorable attitude in the past toward the American system of radio, it is hard to imgaine that President Roosevelt can be persuaded that such a plan is either socially, politically or technically desirable. The NAB's new leader, backed by a potent and unified organization, would quickly tell him and the zealots behind the scheme and their possible supporters that it won't work.

The arguments against the plan are too readily apparent to warrant any detailed discussion. It is enough to say that American radio, as the President has stated repeatedly, and as have even its bitterest critics, is still the best in the world—the reflection of the American democratic way of doing things. To jeopardize that system, quite aside from the fact that Government competition for the audience ear would probably mean enormous outlays of taxpayers' money for the few listeners who might prefer government programs, would immediately bring a revolt not only of private industry but of a nation of listeners. By and large we are convinced that the average listener, though he may have occasional complaints, is satisfied with the present system and the great diversity of programs it furnishes.

Broadcasting is not a public utility of the character of railroads and power, and even those who cry out against "monopoly" have not claimed it has pyramided its holdings in a few hands in such a way as to require governmental operation. It is a medium essentially of intelligence and entertainment which, like the press, must be kept free and inviolate against political or private monopoly. We haven't heard of any plans to nationalize or even "coordinate" the press, as has been done in Europe with both radio and press, simply because anti-New Deal newspapers do not publish in full text the enormous mass of handouts of the Government departments.

The future of U. S. radio regulation is still uncertain. The new FCC chairman, Frank R. McNinch, is still an unknown quantity. He promises various fact-finding studies, which are all to the good, but his ultimate views are still unformulated. He has the confidence of and presumably the blessing of the administration. His record as a public servant is a splendid one. Now he must face *business* realties, plus a public will which we don't think is demanding radical departures from the basic scheme of American broadcasting.

Thus we reiterate our hope and belief that a new industry leader must lift the veil of ignorance about industry affairs and public desires. The NAB under its new leader and spokesman, with the solid backing of fully-organized broadcasters, would tell Congress and the courts and the people the plain facts. We are satisfied the result would be strong public resistance to any governmental encroachment upon the broadcast band.

COL. FRANK KNOX, last Republican vice-presidential candidate and Chicago publisher, proposes free time be given the political parties in election campaigns. We wonder if his newspaper would also agree to provide free advertising space to the candidates of either major or minor political parties?

Shekels & Shackles

RADIO TAX bombs are bursting in air again. The impulse is to say ho hum; then stretch and yawn. It's the same song and dance. We have a feeling that the latest blast is somewhat artificially inspired, because the "wattage tax" bill, after its unorthodox introduction last April, was rather definitely pigeonholed since it did not originate within the executive branch of the Government where such bills are supposed to be conceived.

In any event, we now are told that hearings are likely within a month or so—after major tax legislation is out of the way. Perhaps it would be a good thing to have those hearings. They might serve to air other things and perhaps cleanse the atmosphere a mite.

A wattage tax as proposed is preposterous on its face. It would tax many stations out of business. And if you scan the list of taxes broadcasters now are paying (enumerated elsewhere in this issue) the utter unfairness of such a levy is readily apparent.

Then we come to a franchise tax—one which would help defray the cost of FCC regulation of radio. Chairman McNinch, who confesses he hasn't studied the matter thoroughly, nevertheless was quoted in the press stating he favors a license fee. Broadcasters, too, would probably not look askance upon a reasonable fee, calculated perhaps to pay the $700,000 required annually to regulate their industry. But by the same token, it appears only fair that the telephone and telegraph carriers regulated by the FCC should bear their pro-rata burden; that railroad and highway transport should sustain the ICC; that business pay for the overhead of the Commerce Department; that the stock exchanges defray the regulatory cost of the SEC, and so on. But we always thought that the corporate tax structure—general taxes and other special levies—was set up to defray the costs of the Federal establishment.

But even assuming a franchise tax is devised, would it not follow that stations then would be buying their licenses? Would they not get a sort of vested or property right? And would they not then be entitled to at least the three-year license the law allows in lieu of the six-month license period which now makes radio the most hazardous of big industries?

Finally, it is our understanding that there cannot be a discriminatory general tax against companies in the broadcast business without running counter to establish precedent. It seems to us the Commission might well recommend legislation whereby all party litigants before it would defray the "court costs", and perhaps be required to post bonds of good faith. That step alone would eliminate many frivolous proceedings and save not only Uncle Sam but an important industry much time and money.

The RADIO BOOK SHOP

THE *KDYL Announcer's Handbook*, which won such wide recognition throughout the country, will be offered. for general release within the next few days by the R. T. Harris Adv. Agency, Salt Lake City. While in the capacity of production manager of KDYL, Mr. Harris wrote the handbook to fill a need felt at this station. Now in his own agency, Mr. Harris has made numerous revisions to meet requirements of all stations. It will be offered for general release in a handy pocket-size loose leaf binder, permitting stations to add their own particular problems and policies, thereby localizing the handbook.

We Pay Our Respects To —

MARK FOSTER ETHRIDGE

IT WAS just last summer that radio broadcasting came face-to-face with a new crisis. Union musicians were clamoring for employment of jobless associates. Their demands were exorbitant. The National Association of Broadcasters, gun-shy because of the grim results of previous ASCAP battles on tribute, wouldn't move in for the industry. Whether it was mere bluff, or serious intent, a strike was threatened.

At that critical moment a new figure emerged on the radio scene. He was Mark Foster Ethridge, general manager of the *Courier-Journal* and *Louisville Times*, operating WHAS. Something had to be done—and quickly. Together with his associates at WHAS and with George W. Norton Jr., owner, and Nathan Lord, manager, of WAVE, Louisville, Mr. Ethridge called a meeting in New York.

At that meeting, Independent Radio Network Affiliates, a group representing network outlets, was formed. It designated a negotiating committee to deal with the American Federation of Musicians. For weeks on end the negotiations continued until a reasonably acceptable form of contract for re-employment of musicians was devised. That contract is in effect today.

At the very first session of IRNA, Mark Ethridge was handed the gavel. He hasn't yet been permitted to relinquish it. A new industry leadership was apparent from that moment. His generalship and resourcefulness, his knowledge of organization procedure, his pleasant yet forceful manner, gave this group of radio men a confidence and aggressive leadership they never before had possessed.

The immediate issue was settlement of the musicians' situation. But broadcasters generally foresaw the need for a militant and adequately-financed trade association, capable of combating other situations. They did not want to see a repetition of the musicians' matter, with an NAB standing on the sidelines.

There was the ultimatum! The result was the reorganization a fortnight ago of the NAB, cut to fit the pattern first outlined in the IRNA meetings and prescribed largely under the Ethridge leadership.

Today Mark Ethridge is the temporary chairman of the reorganized NAB. There wasn't any doubt of that selection. When he turns over that gavel it will be to a paid president of the trade association, a man of commanding stature and reputation whose identity may be known within the month.

It is not presumptuous to say that Mark Ethridge could be that man, if he chose to accept the proffer. He meets the requirements, for he has already proved his ability. But his life work is in Louisville and mainly in newspaper publishing, with supervision of the clear-channel WHAS also falling to his lot.

Mark Ethridge was catapulted into radio by sheerest accident. He was busy running newspapers when the musicians' crisis developed. Barry Bingham, owner of WHAS and publisher of the newspapers, was in Europe vacationing. Next in responsibility for the Bingham interests, Mr. Ethridge was called to the front. Once there, like any good soldier, he will continue fighting until relieved.

When broadcasters present a united front, and when they have the effective trade association already charted on paper, Mr. Ethridge plans to step forever out of the radio picture. He earnestly hopes that at least the skeleton of the organization will be framed within the year. It is our guess, however, that he will not be allowed to step out completely. And we also have a suspicion that he, like so many other newspapermen, has been smitten by the radio bug, and will never forsake the kilocycle klan.

Mark Ethridge is a newspaperman at heart, in experience and in talent—as much so today as

(*Continued on Page 36*)

PERSONAL NOTES

JAMES W. BALDWIN, former NAB managing director, and principal owner of WGH, Newport News, Va., left Washington Feb. 18 for a fishing trip in Florida with his father-in-law. He has not divulged future plans beyond general supervision of WGH.

H. ALLEN CAMPBELL, general manager of King-Trendle Broadcasting Corp., Detroit, has been named treasurer of that company, according to Geo. W. Trendle, president. Mr. Campbell has been with WXYZ, that city, since 1930 where he started as a salesman. He was later sales manager, then general manager.

MRS. C. W. MYERS, wife of the president of KOIN-KALE, Portland, Ore., underwent an emergency operation immediately following the NAB Convention in Washington, on Feb. 17. She was dismissed from the hospital the following week, well on the road to recovery.

WILL THOMPSON, formerly program manager at KFBK, Sacramento, has been named manager of KROY, Sacramento. He succeeded E. E. Wolfe who resigned to join the NBC staff at San Francisco.

EDWIN W. CRAIG, vice-president of National Life & Accident Insurnace Co., operating WSM, and NAB director, has been confined to his home with influenza since his return from the NAB convention last month.

HARRY W. WALKER Jr. has joined the Chicago sales staff of WOR, Newark. A former newspaperman, Mr. Walker will work under R. J. Barrett Jr. head of the Chicago staff.

FRANK U. FLETCHER, attorney in the broadcast section of the FCC, is recuperating from an appendectomy performed Feb. 16.

JOHN SHEPARD, 3d., president, Yankee Network, and Mrs. Shepard, sailed Feb. 17 on a South American cruise. They plan to return in latter March.

WALTER J. DAMM, managing director of WTMJ, Milwaukee, and Mrs. Damm left Feb. 19 for a tour to Mexico. They plan to return in mid-March before the next meeting of the NAB Executive Committee, of which Mr. Damm is a member.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, Hollywood, has been appointed a director of the California Safety Council Inc., statewide traffic safety coordinating agency.

HARRY L. KRIEDT, formerly of McCann-Erickson and for three years in advertising work in the Philippines, recently joined KFRC, San Francisco, as sales promotion and merchandising manager.

J. W. GRIFFIN, formerly eastern district manager of RCA-Victor, has joined American Record Corp., New York, as general sales supervisor.

LEE MIKESELL, formerly of Dayton, has been added to the sales staff of KQW, San Jose, as has Brant Bernhard. The latter replaces Ed Barker, who has joined NBC in San Francisco.

LESTER E. COX, president of WTMV, E. St. Louis, is vacationing in Florida with his family. He will return to his office March 15.

RICHARD MASON, manager of WPTF, Raleigh, N. C., recently spoke on "Radio Advertising" at North Carolina State College.

GLADD HALL has joined KRKD, Los Angeles, as account executive.

E. S. DICKINSON, for 14 years on the sales staff of the *Kansas City Star* traveling in the Midwestern territory, has joined the sales staff of WHIP, Hammond, Ind., according to Hal Makelim, WHIP manager.

HAROLD J. TOBIN, former Chicago newspaper advertising executive and district manager of the Pepsodent Co., Chicago, and John E. Hopkinson, advertising executive for the Chicago Hearst newspaper in Chicago, have joined WJJD, Chicago.

DAILEY PASKMAN, formerly active in New York radio, has applied to the FCC for authority to operate a 1,000-watt television station in the 42,000-56,000 kc. band.

F. W. MEYER, manager of KLZ, Denver, has applied to the FCC for a new 100-watt night and 250-watt day station on 1310 kc. in that city.

EDWARD PADULA has joined the NBC television production staff, succeeding John Gihon, who resigned in January.

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, left Feb. 25 for a two-week Southern vacation.

BEHIND the MIKE

HERBERT LIVERSIDGE and Austen Croom-Johnson of NBC's production staff conducted the radio production clinic held on Feb. 23 in NBC's clients' conference room as part of the four advertising production clinics held at the end of the semester of the advertising course conducted by the Advertising Club of New York.

DR. WILLIAM LYLE FLANAGAN, continuity director of WHO, Des Moines, on Feb. 9 addressed the Women's Club of Des Moines on classical and modern verse forms, illustrating his talking with several poetic readings.

MARGARET HINES, secretary to Willet Brown, vice-president and assistant manager of the Don Lee Broadcasting System, Los Angeles, was secretly married Dec. 24 to Charles Lorch, Jr., insurance broker, in Santa Barbara, Cal., it has just been revealed.

PETE de LIMA has resigned from Small Co., Hollywood. talent agency. He formerly headed the radio department.

GEORGE C. BIGGAR, promotional director of WLS, Chicago, and Mrs. Biggar are vacationing on the West Coast. On their return they will visit KOY, Phoenix, sister station of WLS.

PAT PATTERSON has rejoined KEHE, Los Angeles, as publicity director, a post he left several months ago. In the interim he has been on the Benton & Bowles, Hollywood publicity staff.

PAUL FRANKLIN, Hollywood writer, has been added to the writing staff of the NBC *Your Hollywood Parade* program.

GEORGE FIELD, formerly assistant executive secretary of the American Labor Party, has been appointed program director of WEVD, New York, which he previously had served as publicity director. Mr. Field succeeds Morris Novik, now manager of WNYC.

GEORGE FISCHER, broadcaster of Hollywood gossip who left MBS a few months ago to pinch hit for Walter Winchell, has returned to Mutual with a new weekly Sunday night series, *Hollywood Whispers*.

GENE HEARD, program director and announcer of KRLD, Dallas, has resigned to join C. C. Langevin Co., sound equipment manufacturers, and the Gulf Oil Corp., Houston.

CONNIE DESMOND, sports announcer on WSPD, Toledo, O., has been promoted to production manager. Jack Fitzgerald, WSPD announcer, has been named director of public events and special features.

WILLIAM PAISLEY, of NBC's transcription department, has been promoted to music library supervisor, replacing Wallace Magill, who recently resigned to become manager for Jascha Heifetz. Mr. Paisley is succeeded by Frank Heffer.

MARY MADDOCK, formerly of Joseph Katz Adv. Co., and Corey & Kohlbert, Chicago publicity firm, has joined the continuity staff of WBS. A former newspaperwoman, Miss Maddock wrote radio continuities and commercials for a number of Katz clients.

GEORGE HOOPER, of the CBS-Chicago reception staff and a pupil of Everett Mitchell's NBC announcing school, has joined WBEO, Marquette, Mich., as announcer and writer.

A. R. (Al) WILLIAMSON, for nine years manager of the press department of the NBC central division and since last September, assistant to the publisher of the *Minneapolis Star*, has resigned that position to become associated with Tom Fizdale, publicity organization.

DON CHURCH, formerly of KSFO. San Francisco, has joined the KGGC staff as relief announcer.

JACK THOMPSON, formerly of CKOC, Hamilton, Ont., joined the announcing staff of CKCL, Toronto, March 1, winning the place after CKCL had auditioned 500 applicants.

CAMERON PRUD'HOMME, for a number of years a stage director and radio producer on the Pacific Coast, has been named production manager of NBC in San Francisco. He succeeds Frank Cope, who resigned to return to KJBS, San Francisco.

EDDIE HANDLEY, of KYA, San Francisco, has been named East Bay representative and manager of the KYA Oakland studios. He succeeds William Gleason, resigned.

EDDIE CALDER, announcer, KQW, San Jose, recently married Miss Audrey Mycroft, of Oakland.

FRED RUEGG, formerly of KGIR, Butte, Mont., has been named announcer-producer at KQW, San Jose, succeeding Bill Gordon, resigned.

FORREST BARNES, staff writer of American Radio Features, Los Angeles program firm, has written the words and Charles Wakefield Cadman, composer, the music, for *Love Comes Calling Me*, a new song published by Brooks, Hollywood publishing firm.

EARL SUMMERS has been named musical director of WWVA, Wheeling, W. Va. He is well-known as a conductor in the East.

BOB KENNETT has resigned as production manager of KFWB, Hollywood, and will go to New York to work on transcription programs of his own.

NORMAN MASTERSON, new to radio, has joined KFOX, Long Beach, Cal., as announcer-actor. He will also assist Hal Nichols, owner-manager of the station, in special events production.

HOWARD R. BELL, program and studio manager of KRKD, Los Angeles, has returned to his desk after a business trip to Greeley, Colo. where he is part owner of KFKA.

BREWSTER MORGAN, CBS Hollywood producer, is the father of a baby boy, born recently.

ALLAN PARKS has joined the announcing staff of WATL, Atlanta, Ga. He is a brother of Bert Parks, CBS announcer.

BOB VENABLES, formerly of KSD, St. Louis, and ABC Co., has been named chief announcer of WHIP, Hammond, Ind., in charge of Chicago studios.

MILDRED ELEANOR BRUNNELLE, founder and director of the *Cooking Forum* on WSPR, Springfield, Mass., on Feb. 12 was married to John Bergstrom, junior announcer on the staff of that station.

Irene's Versatility

IRENE RICH, star of the Welch Grape Juice show, gave such an effective talk on radio advertising recently before the Los Angeles Advertising Club that the club presented an honorary membership and a network executive offered her a job as a saleswoman. H. W. Kastor & Sons Adv. Co., Chicago, handles the Welch account.

ALBERT PRIDDY has been appointed assistant news editor and sound effects chief of KDYL, Salt Lake City.

PETER MERTENS, announcer of KIRO, Seattle, is compiling a *KIROgues Gallery* of staff members. He is a candid camera fan.

NANCY GREY, who handles the daily *What's New in Milwaukee* program on WTMJ, and who was recently made an "air admiral" by American Airlines for her promotion of air travel last month on a western flying trip to gather material, visiting various western cities and dude ranches in Arizona.

WELLINGTON GRANZOW has been appointed program director of W8XWJ, Detroit, shortwave station operated by WWJ.

ALAN COURTNEY, formerly conductor of *Joymakers* on WNEW, New York, on Feb. 21 started *Gloomchasers* on WINS, New York. The program is heard Sundays through Fridays.

MARY D. CHASE, who conducts the new children's program, *What Do You Know?* on WOR, Newark, has written a book, "The Children's First Trip to New York," to be published by Rand, McNally & Co.

GORDON CASTLE, of WJR, Detroit, has been named production manager of CKLW, Windsor.

RAOUL MARLO returned to WMCA-Intercity System on Feb. 22 with a new weekly adventure series called *Ports of Romance*, to be heard Tuesdays.

FRANK GRAHAM, sports columnist of the *New York Sun*, on Feb. 21 started a series of sports broadcasts on WHN, New York.

MISS DOROTHY SPICER, former director of women's activities on WCCO, Minneapolis, has been named household adviser of WWJ, Detroit.

GENE O'CONNOR, traffic chief of WGN, Chicago, is the father of a baby girl, his first child, born Feb. 12.

IRVING LAZAR, New York radio talent representative, on March 1 is scheduled to take charge of the radio department of Artists and Authors Corp. of America, Hollywood talent agency.

JUDY WHITNEY is writing the weekly quarter-hour dramatic serial, *419 Lilac Lane*, which started on KRKD, Los Angeles, on Feb. 20.

ERIC DELBRIDGE, Los Angeles writer, is scripting the weekly half-hour *Drama Behind the Headlines* on KRKD, that city.

PAT PATRICK, account executive of KIEV, Glendale, Cal., has transferred to the station's announcing staff. He is also in charge of publicity.

ARTHUR GILMORE, CBS Hollywood announcer on the *Dr. Christian* series, sponsored by Chesebrough Mfg. Co. will marry Miss Grace Weller of Tacoma, Wash., in early May.

WILLIAM HIGHTOWER, announcer and newscaster of WFAA Dallas, on March 1 joins Broadcast Recordings Inc., Dallas. He also becomes an instructor in the Southwestern School of Broadcasting, operated by the same interests.

YOUNGEST — Announcer, that's the claim made for Bepo, Brazilian monkey of KGIR, and his twin sister, ASCAP. The monkeys are eight months old, having been imported by Ed Craney, KGIR director from Pequabou, Brazil. Both of them do plain and fancy whistling, chirping and other monkeyshines during the *Breakfast Gong* program, and Boss Craney insists that Bepo can now say "KGIR, Butte" with dubious diction.

MIDGE LOVELL, formerly of NBC New York, and at one time *New York Daily News* society editor, has been placed in charge of the radio department of the Thomas Lee Artists Service, Hollywood, a subsidiary of the Don Lee Broadcasting System, Los Angeles.

FRED STONE, KGFJ, Los Angeles, announcer, is in the General Hospital, that city, recovering from a major operation.

DON PRINDLE, Hollywood writer on the CBS *Joe Penner* program, is the father of a baby girl born Feb. 16.

BILL MORROW and Ed Beloin, Hollywood writers of the NBC *Jack Benny Show*, are doing dialogue for the 1938 edition of "Artists & Models" to be produced by Paramount Studios.

TED LLOYD, KRKD, Los Angeles, announcer, and Celeste Blackwell, singer, were married in that city Feb. 16. The ceremony, performed by Superior Court Judge Dudley S. Valentine, was broadcast on KRKD. Joe Micciche, civic announcer of the station, was best man.

LEONARD LAKE, Owen Cunningham and Hal Chambers, KFWB, Hollywood, announcers, have severed their connection with the station.

Mark F. Ethridge

(Continued from Page 35)

when he did his first reporting as a string correspondent for newspapers while attending the State University in his native Mississippi. And today he is as enthusiastic a reporter as the day he joined the staff of the *Meridian Star* shortly after being graduated from the university.

From the *Star*, the slight and handsome youth followed the bent of the itinerant journalist, joining the *Columbus* (Ga.) *Enquirer-Sun* as a reporter, then the *Macon Telegraph*, which accounted for the years 1915 to 1917. At the outbreak of the war he enlisted in the Navy as a seaman, taking the officers' course at Annapolis. He emerged in 1919 as an ensign.

"Once a reporter, always a reporter." So Mark Ethridge returned to newspaper work, rejoining the *Macon Telegraph* as city editor for three years. Then came an opportunity to work in Washington—the ambition of almost every reporter. He stepped up to the post of assistant news manager of the Consolidated Press, followed by two years on the *New York Sun*.

"You can take the boy out of the South, but you can't take the South out of the boy", as Mark Ethridge demonstrated when he returned to Georgia to become managing and associate editor of the *Macon Telegraph*, a position he held until 1933 when he went to Europe on a fellowship from the Oberlaender Trust for a six-month study of political and economic conditions in Central Europe, particularly social security measures and the ramifications of the Versailles Treaty. Returning to the United States, he returned to the newspaper field, joining the Washington staff of the Associated Press. Later he took over the position of assistant general manager of the *Washington Post*, gathering his first real experience in the business end of newspaper publishing.

In December, 1934, Mr. Ethridge was called to the *Richmond Times Dispatch* as general manager, and five months later was elevated to publisher. Two years later, in April, 1936, the late Judge Robert Worth Bingham, then Ambassador to Great Britain, and his son, Barry, prevailed upon Mr. Ethridge to become general manager of their newspapers. In December, last year, he was elected vice-president of the Bingham publishing interests.

Mark Foster Ethridge was born in Meridian, Miss., April 22, 1896. There he received his early education in the public schools and the University of Mississippi. He also had one year of law at Mercer University. His fraternities were Sigma Alpha Epsilon and Sigma Delta Chi, the latter as an honorary associate, elected by the chapter at Washington & Lee.

He is a member of the Pendennis, River Valley, Conservation, Quindecin and Louisville country clubs. His hobbies are horseback riding and golf, but in his own words "the days are not long enough to indulge." However, his friends and co-workers opine that his activities in civic organizations, which include the Farm Security Administration, of which he is Kentucky chairman, and his permanent chairmanship in the Community Chest, at times take on the aspect of time-consuming hobbies.

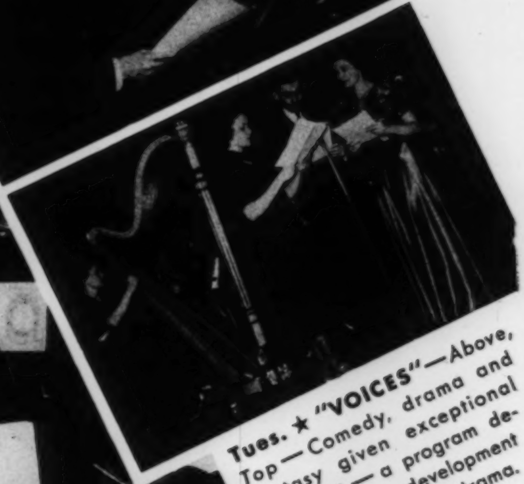
The Ethridges reside at Prospect, Ky., a suburb of Louisville. Mrs. Ethridge, known as Willie Snow Ethridge, is the author of the popular book *As I Live and Breathe* and a competent journalist in her own right. They have two daughters and a son.

Seth Hart

SETH HART, 64, prominent Los Angeles insurance broker and father-in-law of William S. Paley, president of Columbia Broadcasting System, died at his home in Holmby Hills, Cal., on Feb. 17, following a lingering illness. Mr. Hart was president of the Flint & Hart Insurance Co., Los Angeles, and was prominent in club, social and insurance circles for more than 40 years. In addition to his son-in-law, Mr. Hart is survived by his widow, Mrs. Dorothy Hart and his daughter, Mrs. Paley.

Six Shows Weekly Originated at WWJ

★ These popular half-hour sustaining shows, originated and broadcast by WWJ, are still another example of the effort constantly exerted by this station to give listeners the best that radio has to offer. They are physical manifestations of a policy which has made WWJ not only first in listener interest in this great market, but also, the preferred station in 39% of the homes of Detroit, by actual survey—14% more than prefer any other station!

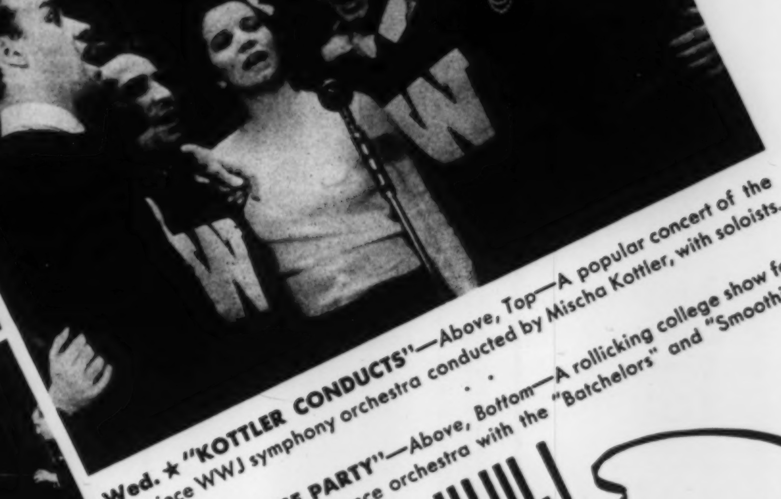


Tues. ★ "VOICES"—Above, Top—Comedy, drama and fantasy given exceptional treatment—a program devoted to the development of advanced radio drama.

Sun. ★ "SOUVENIRS"—Above, Bottom—An imaginary stroll down memory lane with Wynn Wright and Rita Alcock, featuring the Memory Strings orchestra.

Mon. ★ "CAUSES OF CRIME"—Below, Top—A dramatization of case histories of real life criminals and their crimes—planned and produced to acquaint the public with underlying causes.

Fri. ★ "RADIO EXTRA"—Below, Bottom—A fast moving variety half hour of interviews with headline personalities, dramatic skits, novel music and highlight news.



Wed. ★ "KOTTLER CONDUCTS"—Above, Top—A popular concert of the 40-piece WWJ symphony orchestra conducted by Mischa Kottler, with soloists.

• •

Thurs. ★ "HOUSE PARTY"—Above, Bottom—A rollicking college show featuring Paul Leash's dance orchestra with the "Batchelors" and "Smoothies".

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Jacksonville

Around the corner... or across the seas— settle it by *Telephone*

THERE are 35,000,000 telephones in the world that you can reach from your Bell telephone.

Whether you are calling for a sandwich around the corner or talking to a sponsor across the seas—the telephone does it for you in minimum time with maximum two-way understanding.

Sponsors, artists, directors, technicians, network stations — all are at your elbow, by telephone, though they may be scattered over the earth. Use the telephone to save time, when every second means money.

WNAX-KRGV Sales

(Continued from Page 19)

been with the Cowles stations for three years.

In discussing the $200,000 purchase price, Examiner Dalberg declared it appeared that the sale is being made "without profit to the transferer," and that it is not believed "that the agreement between the parties is such that can properly give rise to any suggestion that a monetary value has been placed on the station license."

More significant was Mr. Dalberg's conclusion that:

"It is not believed that the sale of the stock of a licensee corporation at a price in excess of the actual physical value of the property used in broadcasting is an assertion of any ownership of a frequency as against the Commission."

Chief Examiner Arnold, in the KRGV case, said that the station during the last year has operated at a profit and has paid 7½% dividends on all stock. The proposed transfer is from M. S. Niles, who owns all of the stock, to the three Texans. Each of the three—Messrs. Taylor, Howe and Snowden—would acquire one-third interest in the station. Each of the three also own minority interests in the Globe-News Publishing Co., which publishes the *Amarillo Globe-News* and the *Avalanche-Journal* in Lubbock. Mr. Howe is president of this company.

KGRV operates on 1260 kc. with 500 watts day and night unlimited time, but has a construction permit pending for 1,000 watts. It is an NBC outlet.

Second Toscanini Series Next Season Is Discussed

PLANS for a second series of broadcast symphony concerts under the direction of Arturo Toscanini for the 1938-39 season are under discussion at NBC and have been ever since the first broadcasts of the present 11-week series evoked such an enormous popular acclaim, but as the end of this year's Toscanini broadcasts approaches there is still no announcement forthcoming. Rumors that the maestro has received favorably the suggestion of an even longer series of broadcasts for next winter are met with a bland silence from network spokesmen.

School Programs Begun in Chicago

Radio Now Used in Connection With Classroom Courses

Mr. Kent

USE OF educational radio programs to supplement the regular classroom work in the public schools has been started in Chicago, under the direction of Harold W. Kent, director of the Chicago Radio Education Council. Bulletins prepared by the Council and sent each week to 394 school principals carry information on all programs during school hours which are of interest to students.

At the request of teachers radio sets are connected in schoolrooms to give pupils an opportunity to receive desired programs. Principals are requested to post bulletins so program information will be available to all teachers and pupils. Each recommended program is followed by a notation of the school grades to which it will apply.

The Chicago school board council, headed by Mr. Kent, was formed last year following the successful use of radio in keeping pupils abreast of their work during an infantile paralysis epidemic which closed public schools throughout the city.

It is the first time educational broadcasts have been used regularly by the board's council to supplement school work. A special weekly program by teachers of kindergarten and primary grades is being broadcast under sponsorship of the council.

Gas Series Increased

REGIONAL Advertisers, New York (gas companies cooperative), sponsors of *Mystery Chef* on NBC-Red and on other stations via NBC transcriptions, has added three local gas companies to the list of sponsors of the transcribed series. Program, quarter-hour cooking lesson, will be heard twice-weekly for 52 weeks on KARK, Little Rock, for 26 weeks on a Honolulu station and for 13 weeks on a Chicago station, latter two outlets still to be selected. Agency is McCann-Erickson, N. Y.

★KMPC

"The Station Of The Stars"

BEVERLY HILLS,
CALIFORNIA

★

HOWARD H.
WILSON CO.
Station Representative
75 E. Wacker Dr., Chicago
551 Fifth Ave., N. Y. C.
1002 Walnut St.,
Kansas City

★"17 new Los Angeles accounts signed contracts on KMPC during the past thirty days—further evidence that 'The Station of the Stars' is going places."

LEO TYSON,
Gen. Mgr.

"Dealer Support"

follows through . . .

A well-planned, convincing advertising campaign starts a sale on its way.

"Dealer Support" at the point-of-sale completes the deal that places the product in the consumer's hands and rings the bell on the cash register.

A recent survey among drug and grocery retailers showed that these dealers overwhelmingly support WSAI-advertised merchandise . . . that 68.4% of them rated WSAI the most effective local station.

Definite proof that

WSAI

is truly CINCINNATI'S OWN STATION

• *National Spot Representative* TRANSAMERICAN

NEW YORK **CHICAGO** **HOLLYWOOD**

Longines Renews

LONGINES - WITTNAUER Co., New York, has renewed for another year its contract for five time signals nightly on WOR, Newark. Time is broadcast at 7, 8, 9, 10 and 11 p. m. every night in the week, a total of 1,725 announcements during the year. Order was placed through Arthur Rosenberg Co., N. Y.

Oneida on WEAF

ONEIDA Ltd., Oneida, N. Y. (plate silverware), on April 7 will start a transcribed program featuring *Peggy Tudor* with music and guests on WEAF, New York. The discs will be heard Thursdays at 8:45-9 a. m. Agency is BBDO, N. Y.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

EVER IN A
MILLION
EARS

From Pontiac, Mich. to Wapakoneta, O.
From Waterloo, Ind. to Lorain, O.

WSPD

TOLEDO,
OHIO

N.B.C. Basic
5000 w. day. 1000 w. night

Guestitorial

Report of Local Time Sales Urged

By WAYNE R. VARNUM

Salesman, Iowa Broadcasting System

IT'S ALL well and good for any one of the hundreds of local time salesmen in the more than 400 commercial radio stations in the United States to pick up his copy of BROADCASTING and read about the 1937 network billings of the various agencies, and invariably estimate roughly how much it would have meant in commissions, if he had sold that business, but, after his pipe dream has vanished, it's shallow satisfaction to pick up his well-thumbed account cards and try to figure out how he can change some of those fingerprints into additional time revenue for 1938.

"Radio" to him means specifically the names and addresses of the accounts on those cards. And he knows the stories behind all those names and addresses. He hasn't dragged an eight or ten-pound sales portfolio into their offices the past year for nothing.

The National Chains

He's only too aware that the advertising manager of this concern is the son-in-law of the owner and majored in music before he was married, that at that firm he'll be left at the railing with the best half of his sales solicitation still stuck in his throat; at the next he'll be told the budget is set for the year and can't be changed (supposedly, even if his idea is a world-beater), and at the next one the manager "isn't interested in radio" (undoubtedly because the account has never used the medium). Practically every card in his personal account file flashes some story to mind, be it profitable or just promising.

But there is one group of accounts he has never been able to crack for anywhere near the amount of business he knows he should be getting, and those accounts are the local outlets of national chains. The business the average time salesman gets from these retail outlets wouldn't be enough in a year's time to pay an average drawing account for a month. (The notable exceptions only prove the statement.)

There are several reasons for this—and there's something that can be done about them!

The reasons are well-known. One group of such accounts doesn't use radio, because all advertising is made up at the home office and shipped out in mat form, when it is to be released. Newspaper display is used, because all the detail necessary for insertion is a release date. But not so with radio. Time availabilities alone are much more important in radio than "position" is in a newspaper. Then, too, it seems to be the rule of the chains not to place too much confidence in the merchandising ability of their local managers. The home office must do all the thinking—regardless of how ignorant it may be of the merchandising possibilities in a particular medium in a particular market. All markets are treated the same. A great mistake.

The only way to crack these accounts is to present idea after idea to the local manager, get him in a lather so he'll be willing to stick his neck out and write a letter of recommendation to accompany the presentation to the home office, and have the deal followed up promptly by national representatives. Finally, something may happen. A slow process.

There's still another group of these retail outlets that control a lot of business, but are difficult to get on the line. This group consists of the managers of local outlets who, to some extent, control their advertising budgets.

When an account of this type is approached, the manager usually interrupts his proof-reading long enough to tell you, "Well, I do know that a few of our stores have used radio, but I'm not sure which ones, and I don't know what they used."

The salesman then writes letter after letter to disinterested station executives, store managers, etc., and by the time he has enough information to take back to his account the idea is usually so old the manager has lost enthusiasm.

All right, what's the answer? How can these two groups of accounts be convinced that radio advertising is not an "extra" item for the budget, but is now a fundamental part of every intelligent advertising campaign? Simply this: A monthly or quarterly report of the number of quarter-hours of time, or number of spots used by every account on every commercial radio station in the country. Call it, if you wish, a "Media Records" of radio sales.

Helping the Salesman

This information would be dynamite in the hands of the local salesman in helping to crack these apathetic accounts! Give your local manager correct information about what his chain, or other chains are doing in radio in other markets, and chances are he'll blast the home office for you and get results. (The Oskaloosa manager is using radio. Why can't he use it too?)

When the local display manager of a newspaper thinks he isn't getting enough business from some particular local outlets of a national chain, he calls in his sales promotion manager and tells him to chart the amount of linage used by the chain in each one of the various cities where the chain has outlets. (Media Records will report practically all of these cities.)

After that is done, the retail sales of the markets are noted under the column charts of the linage used. If the local display manager's market isn't getting as much newspaper space as other markets of similar size, look out! He'll have an elaborate presentation made, which he'll explain to the local account manager, and, after he has the poor fellow sore as the devil because his store isn't getting as much space as the Peoria outlet, the l. d. m. will probably take the presentation personally to the home office and see what can be done about it. And it works!

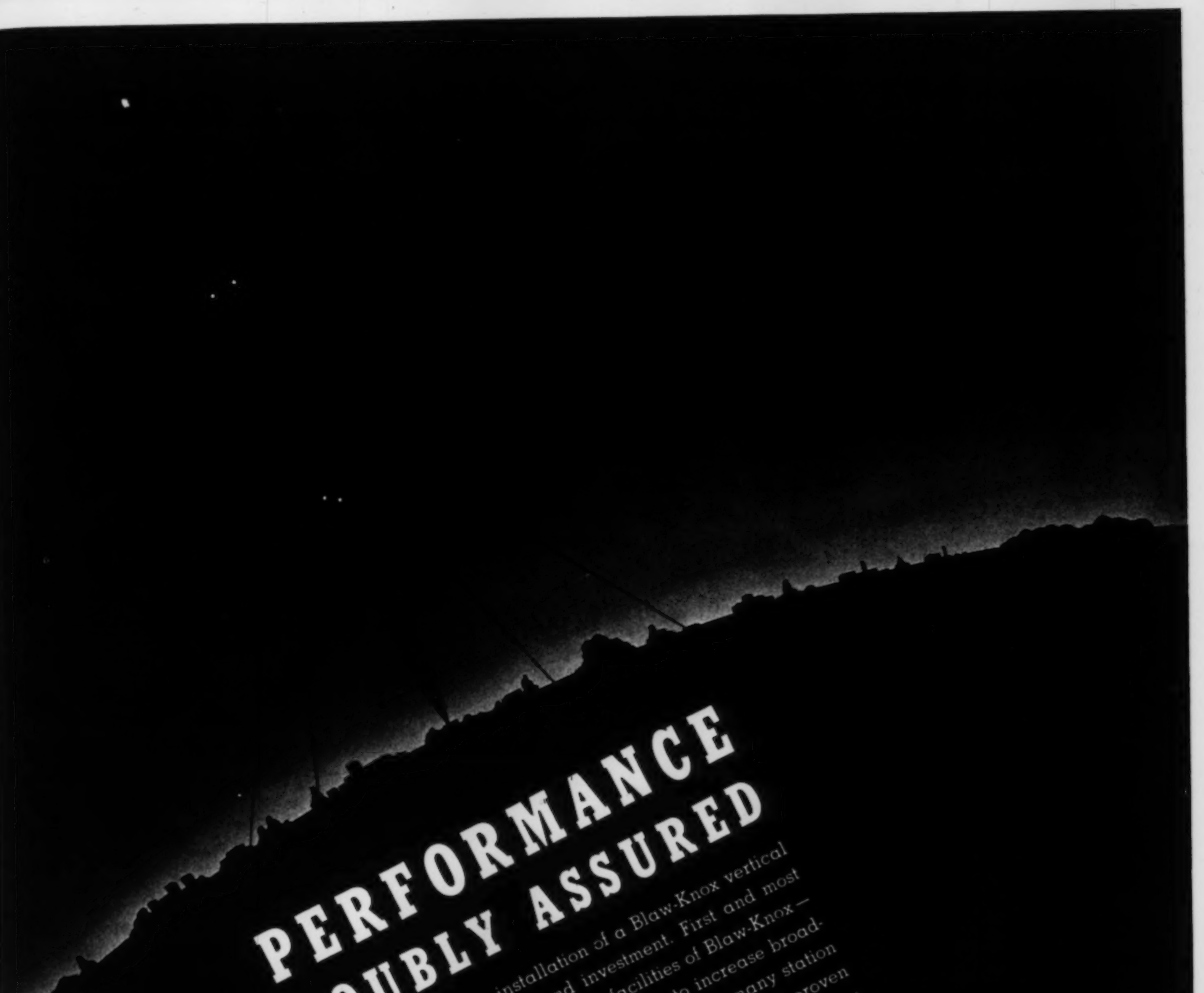
Of course, newspapers have had the jump on radio. They have had years and years in which to learn that a cooperative effort of this kind means more business for all of them. (Today, approximately 200 newspapers representing every important retail market in the United States report all retail, general, automotive and financial linage by accounts. An additional 75 agencies and 45 special subscribers take advantage of this vast amount of information every month.) Isn't it time that all radio stations make that same concerted effort for their mutual advantage?

Radio can well afford to take a lesson from one of its older confreres. And when it does, the 1937 figures, impressive as they seem to us now, will look insignificant, at least as far as the local picture is concerned.

WJBY
GADSDEN, ALA.

. . . intensified coverage
of Alabama's SECOND
industrial area . . .

COMPLETE
Merchandising Service



PERFORMANCE
DOUBLY ASSURED

Two things make the installation of a Blaw-Knox vertical radiator an unusually sound investment. First and most important: The experience and facilities of Blaw-Knox—its contact with and use of new ideas to increase broadcasting efficiency, its long cooperation with many station engineers. Second: Sound structural design of proven radio efficiency are characteristic of all Blaw-Knox installations. Now might be a good time for you to increase your antenna efficiency, as a first step to which you should naturally and logically consult Blaw-Knox.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Offices in New York, Chicago, Philadelphia,
Birmingham, Detroit

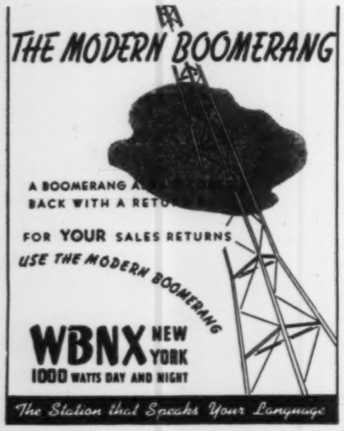
Understanding Drama

STUDENTS of drama from various Washington schools questioned the producer and actors of "Julius Caesar" in a broadcast from the local theatre on WJSV when the show played there recently. The question-answer period was in the form of a trial with actors and professors as attorneys. WJSV broadcasts a series of informal interviews from stars' dressing rooms each week under the title of *Back Stage*.

* * *

WIP Preview

ADAPTING the preview method used by movie producers to radio, WIP, Philadelphia, invites its studio audiences to preview new radio shows, offer comment and criticism. Works well, says WIP.



Purely PROGRAMS

For Heroes

TO HONOR the nation's public heroes, WLW, Cincinnati, has started a series called *Headline Heroes*. Each Tuesday evening a dramatization of some act of valor by a public servant will be broadcast and the hero will be interviewed during the program. Policemen, firemen, and other public servants who risk their lives to protect the lives and property of others will be honored, says WLW.

* * *

Everybody Welcome

OLD FASHIONED party in new fashioned style is a weekly feature on WDZ, Tuscola, Ill. Titled *The Four Studio Jamboree*, the program consists of open house at WDZ's three studios in nearby towns with play-backs from all studios so that everyone can take part. Listener requests are filled during the show which is produced by George Losey of the WDZ production staff.

* * *

Future Drivers

KNOWING that youngsters grow up to be drivers, Mayflower Stations, chain service stations of New York and Connecticut, has turned its three weekly programs on WFAS, White Plains, N. Y., into a laboratory for high school students.

One State's Story

STORY of a State is told on KGVO, Missoula, Mont., in a new series of programs featuring the biographies and critical analyses of the work of 70 persons prominent in the lore of Montana. Beginning with Indian art and culture the series will dramatize the development of the State. The programs are prepared in cooperation with C. B. Bartholomew of the local high school.

* * *

Free Breakfast

TYING-in its morning show called *Around the Breakfast* with station promotion, WBAL, Baltimore, has started a Saturday morning radio party called *Coffee and Doughnuts*. The party is held in the WBAL Playhouse. Free coffee, plus a lot of fun, plus a chance to go on the air draws 300 guests weekly, says WBAL.

* * *

Used Car Parade

PARADE of used cars was staged in Rockford, Ill., recently by WROK. Equipped with a P. A. system, the WROK mobile transmitter headed the parade and Announcer Russ Salter described the cars so effectively that several sales were made right then and there.

* * *

G-Man Series

G-MAN series of talks on crime has started on KOIN, Portland, Ore., during which Stanley Church of KOIN interviews C. C. Spears, FBI special agent. Programs will include the organization of G-Men, scientific criminal aids and a Who's Who in crime.

* * *

Staff Frolic

IF ANY staff member has a whim to broadcast he may indulge it on WICA, Ashtabula, O., during a weekly program called *The Clambake*. The idea is for staff members to have a little fun and take off on their serious tasks. Geo. E. Gautney, WICA chief engineer, for instance, gives short talks on pseudo-scientific topics.

* * *

All Right! All Right!

ANIMAL amateur hour will soon start on WNEW, New York, featuring singing dogs, cats, mice, squirrels and horses. More than 75 applicants have written WNEW for a chance on the series. The show will be produced by Larry Nixon, director of special features at WNEW.

* * *

Musical News

DESIGNED to set the lighter items in the week's news to music, the *Musical Gazette* has started on CBS, Sundays, 8:30-9 p. m. Lyn Murray is editor; Barry Wood, baritone, is star reporter; Nan Wynn, singer, is "lovelorn editor". The new show will replace *Earaches of 1938*.

* * *

For Local Scouts

DESIGNED to acquaint listeners with the many activities of the Boy Scouts, KGGC, San Francisco, is broadcasting a Saturday morning program planned and produced by local scouts. Included is a radio play with scouts as actors.

STATION XYZ
"Guess everybody but me likes this new Western Electric transmitter"

MIKE RIDES BIKE — So far as known, Norbourne Smith, assistant production manager at KLZ, became radio's first bike-riding hitchhiker recently by thumbing a ride on the "rumble seat" of a "bicycle built for two" when Miss Veta Barbour arrived in Denver from her Northfield, Mass., home. Interviewed as she dodged traffic, the cross-country bicyclist explained that she is a member of the national staff of the American Youth Hostels movement.

* * *

Your Number

FOR THOSE who like mystery, KFRC, San Francisco, airs a weekly program called *I've Got Your Number*, featuring Floyd Buick, well-known numerologist. He is doing a series of character studies of famous movie stars.

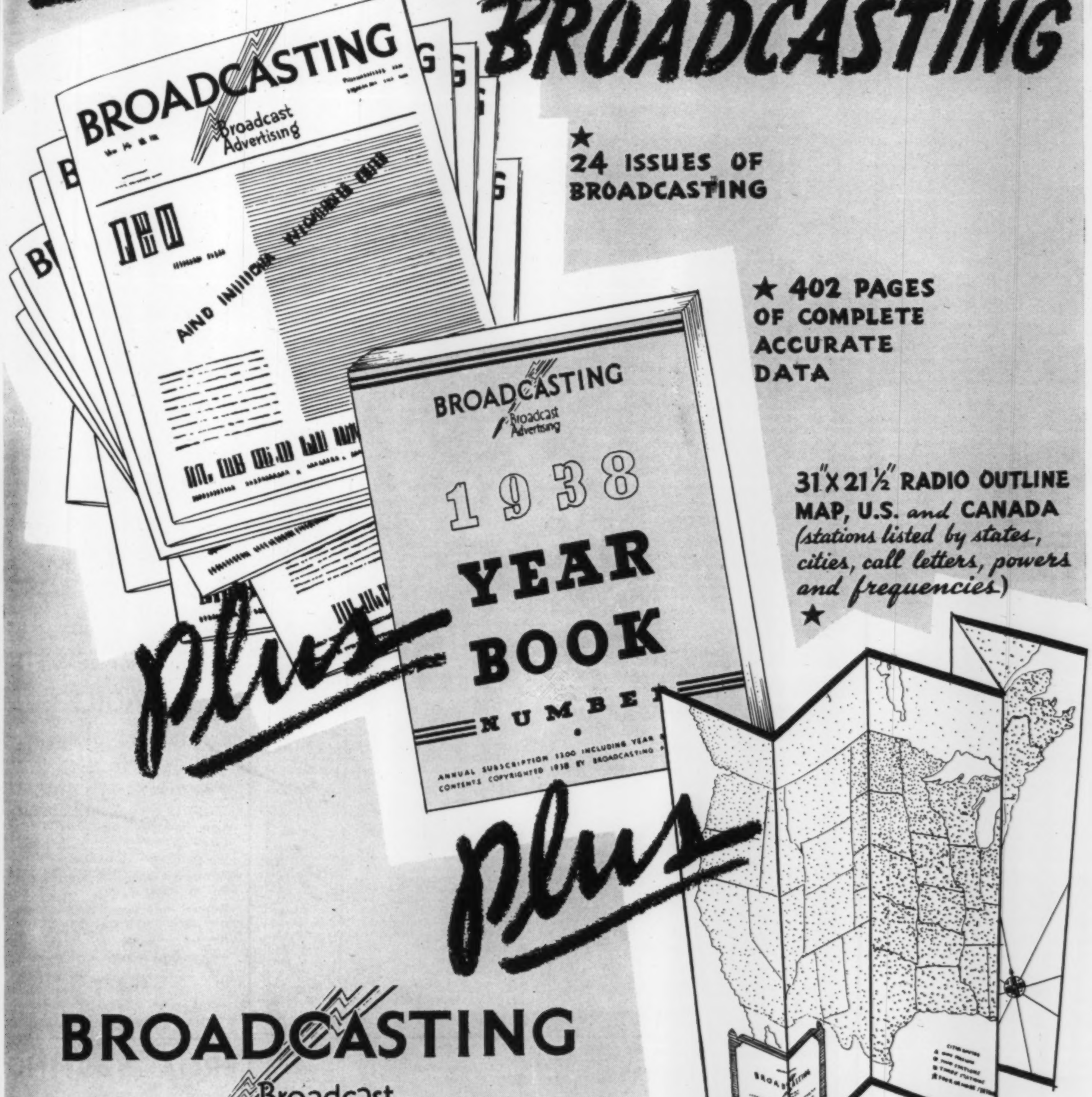
* * *

Another Slant

WWJ, Detroit, has started a new educational series on its shortwave stations, W8XWJ, featuring dramatizations of masters' theses prepared by students of local universities. The series began Feb. 22 with a dramatization by Frank Telford of Wayne U of his thesis.

•CONCENTRATION
44%
OF ALL RETAIL SALES IN MINNESOTA ARE MADE TO TWIN CITIES LISTENERS
WTCN
NBC BLUE NETWORK STATION
Covers An Even Greater Area Than This Rich Metropolitan Market
Owned and Operated By
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH – PIONEER PRESS
Wesley Temple Bldg., Minneapolis
FREE & PETERS, Inc. National Representatives

Look what you get with *your* subscription to BROADCASTING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Broadcast Advertising
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BROADCASTING

★ 24 ISSUES OF BROADCASTING

plus

★ 402 PAGES OF COMPLETE ACCURATE DATA

plus

31" X 21½" RADIO OUTLINE MAP, U.S. *and* CANADA *(stations listed by states, cities, call letters, powers and frequencies)* ★

BROADCASTING

Broadcast Advertising

1938 Yearbook: Additions and Changes

SINCE the final forms of the 1938 Yearbook Edition of BROADCASTING *went to press early in January, numerous changes in staff personnel, etc., have been reported. In addition there were a few errors in listings. The following changes should be made in the Yearbook to bring it up-to-date as of March 1:*

Page 32: Change 1937 population of Maryland (first column) to 1,679,000; change population of Delaware to 261,000.

Page 50: Under *FCC Law Department* insert James A. Kennedy as Assistant General Counsel.

Delete Joseph E. Keller as secretary to FCC Commissioner Thad H. Brown, and substitute Franklin C. Salsbury.

Page 56: Add Walter Biddick Co. as representative (Pacific Coast) of KARM, Fresno, California.

Page 60: After KYA, San Francisco, California, delete M. E. Roberts as station manager and commercial manager, and substitute Clarence B. Juneau.

After KGO, and KPO, San Francisco, California, delete Kenneth B. Carney as program director and substitute Glenn Dolberg.

Insert California Network affiliation for KTMS, Santa Barbara, Cal.

After KPOF, Denver, Colorado, indicate as power CP-1000.

Page 62: List International as Representative of WDRC, Hartford, Connecticut.

Page 64: After WJAX, Jacksonville, Florida, change representative to John Blair & Co.

WDBO, Orlando, Florida, change power to read 5,000-LS.

Page 66: After KIDO, Boise, Idaho, delete Bonnie Scotland as commercial manager and substitute Walter E. Weaver.

After WMAZ, Macon, Georgia, indicate day power as 5,000 watts; night power remains 1,000 watts.

Page 68: After WHIP and WWAE, (Hammond-Chicago), list H. L. Makelin as co-manager; insert Robert Kaufman as merchandising manager.

Insert listing of WIND, Gary, Indiana; see Indiana listings for details.

Page 72: After WIND, Gary, Indiana, delete H. R. Makelin as commercial manager and substitute John T. Carey.

Page 74: After KFNF, Shenandoah, Iowa, delete Fred E. Tunnicliff as station manager and substitute Charles Stookey.

After KFH, Wichita, Kansas, delete Russell L. Lowe as station manager, and substitute G. B. McDermott.

After KFJB, Marshalltown, Iowa, delete Homer Griffith as station manager and commercial manager.

List E. Katz as Representative of KGGF, Coffeyville, and KANS, Wichita, Kansas.

Page 82: List International as Representative of WORC, Worcester, Massachusetts.

Telephone number of WBRK, Pittsfield, Massachusetts, is 2-1533.

Page 90: After WKZO, Kalamazoo, Michigan, delete Dorothy Tuttle as program director and substitute Merlin Stonehouse.

Page 92: After KXBY, Kansas City, Missouri, eliminate Sidney Q. Noel as chief executive and stations manager and substitute Richard K. Phelps.

Change call letters of KPBM, Poplar Bluff, Missouri, to KWOC.

Page 94: After KFAB and KFOR, Lincoln, Nebraska, delete Reginald B. Martin as commercial manager; delete Harry Harvey as chief engineer and substitute Mark Bullock.

After KWK, St. Louis, Missouri, delete John Conrad as merchandising manager and substitute Gene Kemper.

List E. Katz as Representative of KFAB and KFOR, Lincoln, Nebraska.

Page 98: Delete Frank P. Manchester as station manager of WAAW, Omaha, Nebraska, and substitute W. B. Bailey.

Change Representative of KOIL, Omaha, to E. Katz Agency.

Page 100: Insert John Blair & Co. as representative of WOKO, Albany, New York.

Page 104: After WNYC, New York City, delete F. J. H. Kracke as station manager and substitute Morris N. Novik.

After WEVD, New York City, delete Morris S. Novik as program director.

After WINS, New York City, delete Albert A. Cormier as commercial manager and substitute A. B. Schillin. Substitute Geo. Herrick for William Boher as chief engineer. Eliminate Frank P. Foster II.

Page 108: After WHAM, Rochester, New York, list Jack Kennedy as commercial manager.

After WPTF, Raleigh, North Carolina, delete Richard H. Mason, as commercial manager, and substitute John H. Field.

After WIBX, Utica, New York, change Representative to John Blair & Co.

Page 112: After WCLE-WHK, Cleveland, Ohio, delete J. T. Vorpe as commercial manager and substitute K. K. Hackathorne.

After KOVC, Valley City, North Dakota, list Robert E. Ingstad as station manager and as program director.

After WICA, Ashtabula, Ohio, delete Harrison Bailey as program manager, and substitute Walter Walrath.

After WLW and WSAI, Cincinnati, Ohio, insert John K. Koepf as merchandising manager.

Page 116: Delete "construction permit" under WTOL, Toledo, Ohio; station now on air.

Page 120: After WHAT, Philadelphia, Pennsylvania, delete L. H. Bailey as station manager and commercial manager and substitute W. Porter Ogelsby, Jr. in both positions.

Change manager of WPEN, Philadelphia, to Dwight E. Rorer.

After WCAE, Pittsburgh, Pennsylvania, change telephone number to Atlantic 6900.

After WBAX, Wilkes-Barre, Pennsylvania, change telephone number to 3-0196; now full time.

Page 122: After WCSC, Charleston, South Carolina, list Roland Weeks as commercial manager; Edmond C. Bunker, Jr. as program director; Roland Weeks as merchandising manager.

After KSOO, Sioux Falls, S. D., indicate as power CP-5000.

Page 126: After KBST, Big Spring, Texas, delete E. I. McKinney as chief engineer and substitute J. B. Casey.

Page 128: After KFRO, Longview, Texas, delete Edward E. Bumpass as chief engineer and substitute Morris Ming.

Page 132: After KGKO, Wichita Falls, Texas, delete D. A. Kahn as program director and substitute Sylvester Gross.

Page 136: After KXA, Seattle, Washington, indicate as power CP-1000.

After WMMN, Fairmount, West Virginia, make power read 5,000-LS and 1,000-N.

Page 144: After CJKL, Kirkland Lake, Ontario, insert R. H. Thomson as owner; Brian Shellon as station manager; G. Tomkin as commercial manager; R. Irvine as program director; Jack Cooke as promotion director; William Marks as chief engineer; All-Canada and Weed & Co. as Representatives.

After CKCL, Toronto, Ontario, insert Albert E. Leary as station manager and commercial manager; Maurice D. Rapkin as program director; Albert E. Leary as promotion manager; E. O. Swan as chief engineer.

After CFCH, North Bay, Ontario, change Representatives to All-Canada and Weed & Co.

Delete NBC network after CKCO, Ottawa, Ontario.

Page 146: After Conquest Alliance Co. Inc., change name of Chicago manager to A. V. Bamford.

Change telephone number of Chicago office of John Blair & Co. to *Superior* 8660.

Change name of Craig & Hollingbery to Hollingbery Co. Also change address of New York office to 420 Lexington Ave. Telephone: Murray Hill 3-8078. In addition, as of March 1, the Hollingbery Co. was representing the following stations: WHAM, Rochester, N. Y.; WWJ, Detroit, Mich.; WHIO, Dayton, O.; WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WREN, Kansas City, Mo.; WADC, Akron, O.; KSCJ, Sioux City, Iowa; WCOL, Columbus, O. WAAF, Chicago, Ill.; WEEU, Reading, Pa.; WIOD, Miami, Fla.; WBIG, Greensboro, N. C.; KTSM, El Paso, Tex.; WJDX, Jackson, Miss.

Page 148: After Radio Sales, Inc., add new offices: Birmingham, Ala., Protective Life Bldg., telephone 3-8116, manager Dewey H. Lang. St. Louis, Mo., Mart Bldg., telephone Central 8240, manager John Bohn.

Telephone number of International Radio Sales, Detroit office, is Trinity 1-1170.

Change E. Katz Special Advertising Agency to E. Katz Agency.

Change Ray Linton to Ray Linton Inc., deleting (WMCA and Inter City Network), adding New York office at 342 Madison Ave. Change Chicago manager to Ray Linton.

BROADCASTING
RCA 833
A UNIQUE DESIGN · A NEW STANDARD OF TUBE PERFORMANCE

STARTING YOUNG — This novel photograph of a precocious child was made by her daddy, Royal E. Penny, sales manager of WBT, Charlotte. Patricia Anne was two on Feb. 18, and the proud papa insists the shot is candid and not posed. [Our Promotion Department says that "Even babies reach for it".]

Page 170: Delete Newton D. Baker from NBC *Board of Directors;* Add Dr. James Rowland Angell, General Charles B. Dawes, and Gano Dunn. Insert *Treasury Department*, with William D. Bloxham as purchasing agent and Harold M. Kelly as assistant auditor. Under *Program Department*, delete Percy Winner as director, International Division.

Page 180: Insert Bakers Broadcasting Service, 113 W. 42d St., New York City. Transcriptions and scripts for bakery programs. Branch: 140 Boylston St., Boston, Mass.

Add Associated Radio Productions, Chicago, Ill., 540 N. Michigan Ave. Telephone: Superior 8636. Manager: Stuart Haydon. Programs, production.

Page 182: Insert Department Store Broadcasting Service, 140 Boylston St., Boston, Mass. Programs for department stores.

Add Bobby Crawford Inc., 6022 Wilshire Blvd., Beverly Hills, Cal. Telephone: Webster 7181. Manager of Radio: Jeanette Boyer. Talent, scripts.

After Conquest Alliance Co. Inc., change name of Chicago manager to A. V. Bamford.

Add Chicago Recording Studios as manager, Wilbur Buchanan.

Page 184: Add George Jessel Radio Enterprises, 1680 Vine St., Hollywood, Cal. Manager: Jack Raymond. Production, talent.

Telephone number of International Radio Productions, Hollywood, is Exposition 1341.

Add Harry Martin Enterprises, Chicago, Ill., 360 N. Michigan Ave. Telephone: Randolph 3842. Manager: Harry Martin. News features.

Page 186: Add Radioscriptions Inc., 726 Eleventh St., NW, Washington, D. C. Telephone: Republic 0861. Manager: R. J. Coar. Recordings, transcriptions, production.

Change address of Radiad Service to 612 N. Michigan Ave. Telephone: Delaware 7843.

After Frank Presbrey Co. of Illinois, change address to 228 N. La Salle St. and telephone to Central 5255.

Page 188: Eliminate VanCronkhite Associates Inc. and Stowe-A-Gram Productions.

Add Spotties Broadcast Service, Chicago, Ill., 421 S. Wabash Ave. Telephone: Webster 0914. Manager: Nathan Caplow. Transcriptions for local dealers.

Vis-O-Phone Sales Co., Chicago, Ill., 612 N. Michigan Ave. Telephone: Delaware 7843. Manager: Edward L. Foertsch. Sound slide film machines and portable turntables.

Add TransAir Inc., Chicago, Ill., 105 W. Adams St. Telephone: Franklin 8341. Wm. F. Arnold, president; Ray Launder, vice-president; John Taylor Booz, secretary. News features, transcriptions.

Page 219: Agency for National Ice Adv. Inc., Chicago, is Donahue & Coe, not Donahue & Co.

Page 221: Agency for Cycle Trades of America is Campbell-Ewald Co. of New York.

Page 250: Change Bachenheimer, Dundes & Frank to Dundes & Frank.

Change name of F. Wallis Armstrong Co. to L. Ward Wheelock Agency.

Add new branch to Alvin Austin Co., located at 1204 S. Hill St., Los Angeles. Telephone: Prospect 0365. Radio Executive: C. S. MacQuoid.

Page 252: Delete Charles Martin from list of Biow Co. radio directors.

Page 253: Add George Vos to radio staff of Buchanan & Co.

Page 254: Insert Campbell-Ewald Co. of New York, 1790 Broadway, New York. Telephone: Circle 7-6833. Radio Director: D. W. Beurmann.

Page 255: Insert Earl M. Cummings Adv., Gas-Electric Bldg., Rockford, Ill. Telephone: Main 1806. Radio Directors: Earl M. Cummings, A. B. Barnd, J. R. McPherson.

Page 256: Change A. W. Ellis to A. W. Ellis Co.; change Mays to Mayo.

Page 257: Change name of Fletcher & Ellis Inc. to Sherman K. Ellis & Co. Inc.

Add Al Morey to Frankel-Rose Co. radio staff.

Change name of Fletcher & Ellis Inc. to Sherman K. Ellis & Co. Inc.

Delete Chicago office of Freitag Advertising Agency Inc.

Page 258: Delete Gordon Cooke as radio director of Geyer, Cornell & Newell and substitute Eleanor Larson.

Page 264: Change Martin Inc. to Martin, Frank & Atherton Inc.

Page 265: Change McGiveran-Child Adv. Agency to McGiveran-Child Co.

Delete listing of Homer McKee Inc.

Change radio director of Moser & Cotins, New York, to A. Poppenberg.

Page 266: Delete Powers-House Co.

Change address of Frank Presbrey Co., Chicago branch, to 228 N. La Salle St. Telephone: Central 5255.

Page 268: Change address of Charles Silver & Co. to 737 N. Michigan Ave.

Change address of New York branch of Simons-Michelson Co. to 30 Rockefeller Plaza. Telephone: Circle 7-7874.

Page 269: Change W. E. Sproat & Co. to Sproat-Hirschmann-Sproat. Change address to 664 N. Michigan Ave., telephone to Superior 4845.

Page 271: Change address of C. Ellsworth Wylie Co. to 6022 Wilshire Blvd.

Page 273: Insert Thornton Purkis, Teale & Purkis as corporate name of Montreal branch of Thornton Purkis.

Page 325: Under Radio Corporation of America, add the following as directors: Charles G. Dawes, Gano Dunn.

Page 387: Under Publicity Services, add Edward L. Bernays, 420 Lexington Ave., New York City. Telephone: Mohawk 4-4920. Associates: Edward L. Bernays, Doris E. Fleischman.

Under Publicity Services, change address of David O. Alber to 9 Rockefeller Plaza.

Page 390: Change addresses of John M. Littlepage, Thomas P. Littlepage and William A. Porter to 815 Fifteenth St., NW.

Page 392: Under Market Research and Marketing Groups, add Market Research of Cleveland, Schofield Bldg., Cleveland, O. Telephone: Cherry 4710. Director: Albert E. Strass.

Under Market Research Corp. of America, delete Paul T. Cherington. Mr. Cherington has started a marketing service under his own name in Rockefeller Center, New York, phone Circle 7-1655.

NEW IMPROVED RADIO OUTLINE MAP

(31 x 21½ inches)

Features

Shows location of all U. S. and Canadian stations.

Outlines and names each county, state and province.

Shows symbols indicating number of stations per city.

Reverse side shows each station by state, city, call letter, frequency and power.

Shows time zones.

PRICES

Singe Copies 35c
10 or more Copies . . . 25c

BROADCASTING
Broadcast Advertising
National Press Building
Washington, D. C.

J-W-T Staff Shifts

WITH Dwight Cooke, producer, and Shirley Ward, writer, having resigned their agency posts on the NBC *Chase & Sanborn Hour* sponsored by Standard Brands, the J. Walter Thompson Co. Hollywood production staff has been realigned. Cal Kuhl, head of the agency's production department, has personally taken charge of the program. He also supervises the NBC *Kraft Music Hall*, sponsored by Kraft Phenix Cheese Corp. which is produced by Robert Brewster. *Those We Love*, sponsored by Lamont, Corliss & Co. (Pond's) on NBC-Blue network, is also produced by Brewster, under Tony Stanford's supervision. Stanford is producer of the NBC *Rudy Vallee Hour* sponsored by Standard Brands Inc. (Royal Gelatin). George Faulkner is writer of the program. The CBS *Lux Radio Theatre*, sponsored by Lever Bros. Co., continues with Cecil B. DeMille as producer and Frank Woodruff, director. John Christ produces *Baker's Broadcast* (Fleischmann's Yeast) and *One Man's Family* (Tenderleaf Tea), both sponsored by Standard Brands on NBC. He is also in charge of the Harriett Parsons series, sponsored by Emerson Drug Co. (Bromo Seltzer) on that network.

New Name for Katz

KATZ AGENCY is the new corporate name of the former E. Katz Special Advertising Agency, newspaper and radio representatives with offices in New York, Philadelphia, Detroit, Chicago, Kansas City, Atlanta, Dallas and San Francisco. The change is effective March 1. No change in officers, personnel or policies was effected.

Blair Signs Three

WOKO, Albany; WJAX, Jacksonville, and WIBX, Utica, have appointed John Blair & Co. as national sales representatives, effective March 1. Stations were formerly represented by Craig & Hollingbery.

AS A RESULT of the convention of the Canadian Association of Broadcasters endorsing exclusive station representation [BROADCASTING, Feb. 15], station representatives are scurrying about Canada to sign up those stations not already represented. All-Canada Radio Facilities Ltd., with offices in principal Canadian cities, announces it has now signed up 19 stations for Canadian representation, listing CHNS, Halifax; CFCY, Charlottetown; CFNB, Fredericton; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William; CKY, Winnipeg; CKX, Brandon; CFAR, Flin Flon; CKBI, Prince Albert; CKCK, Regina, CHAB, Moose Jaw; CJOC, Lethbridge; CFAC, Calgary; CJCA, Edmonton; CFGP, Grande Prairie; CJAT, Trail; CKWX, Vancouver.

1ST IN LOCAL ACCOUNTS
═IN CHICAGO═
WGES

Agencies

F. WALLIS ARMSTRONG Co., Philadelphia, on March 1 changes its name to L. Ward Wheelock Agency, with the sale of the firm to L. Ward Wheelock Jr., formerly vice-president. Agency's chief radio account is Campbell Soup Co., Camden.

EFFECTIVE Mar. 1, Fletcher & Ellis, New York, will change its name to Sherman K. Ellis Inc. There will be no change in personnel, officers or directors.

HAROLD BARNES of the New York staff of Lord & Thomas has gone to Chicago, to direct promotion of *Kay Kyser's Musical Klass* on WGN and Mutual. He will be assisted by Eddie Simmons of the production staff.

M. H. H. JOACHIM, free-lance radio writer and producer for many years, has been appointed vice-president in charge of radio of Buchanan & Co.'s Chicago office.

KRAFF Adv. Agency, Minneapolis, has named E. P. Shurick Jr. director of its radio department. Mr. Shurick is a veteran Northwest advertising man.

JACK LAEMMAR, with Blackett-Sample-Hummert, Chicago, for the past year as assistant to George McGiveran, space buyer, has been appointed assistant to F. P. (Pete) Nelson, radio director of the agency.

NEAL D. IVEY, vice-president of McKee, Albright & Ivey, Philadelphia, was in Hollywood in mid-February to complete arangements for the thrice-weekly quarter-hour CBS *California Sports Review* which started Feb. 28 for 13 weeks under sponsorship of Bayuk Cigars Inc.

JOHN G. CORNELIUS, vice-president of BBDO, Mineapolis, was in Hollywood in late February to confer with Jack Smalley, the agency's West Coast contact man on radio programs.

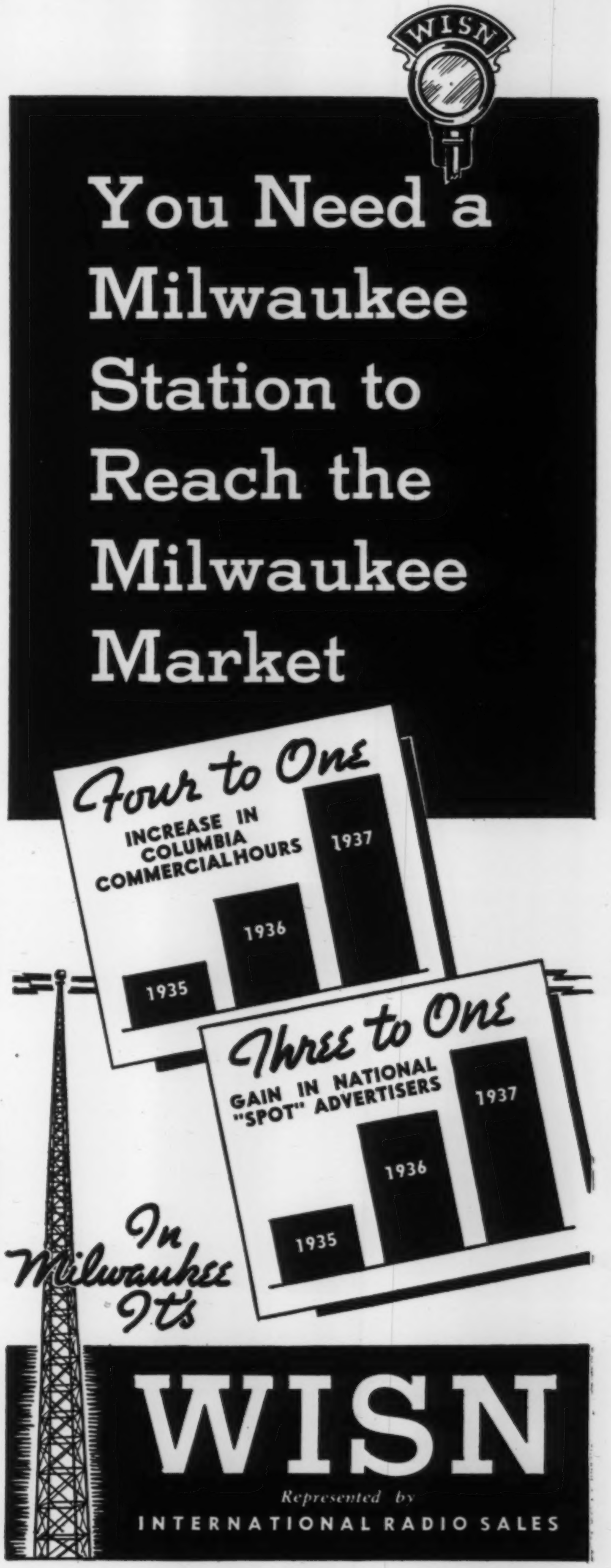
HERBERT L. STEINER and Arthur Poppenberg have resigned from Al Paul Lefton Co. to become associated with Moser & Cotins Inc., New York agency.

FRANK N. MOULTHROP, with Los Angeles bakeries and former western representative of W. E. Long Co., has joined Associated Adv. Agency, Los Angeles.

C. ELLSWORTH WYLIE Co., Los Angeles agency, has moved to 6022 Wilshire Blvd.

FREITAG ADV. AGENCY, Atlanta, closed its Chicago office Feb. 11 with most of the personnel being absorbed by the Pure Oil Co., Chicago, an account which had been handled by the Freitag agency. Thornley & Jones, Chicago, has been appointed advertising counsellors for Pure Oil Co.

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL
ATLANTA


WISN
You Need a Milwaukee Station to Reach the Milwaukee Market
Four to One
INCREASE IN COLUMBIA COMMERCIAL HOURS
1935
1936
1937
Three to One
GAIN IN NATIONAL "SPOT" ADVERTISERS
1935
1936
1937
In Milwaukee It's
WISN
Represented by
INTERNATIONAL RADIO SALES

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

Standard Rice Co., Houston (White House rice), 6 weekly *sp*, thru Rogers-Gano Adv. Agency, Houston.

Maurice Ball, Los Angeles (furs), weekly *sa*, thru Lee Ringer, Adv., Los Angeles.

Atchison, Topeka & Santa Fe R. R., Chicago (travel), 21 *sa*, thru Stack-Goble Adv. Agency, Chicago.

Marney Food Co., Huntington Park, Cal. (Marco Dog & Cat food), weekly *sp*, thru I. F. Wallin & Associates, Los Angeles.

Procter & Gamble Co., Cincinnati (Dash), 5 weekly *sp*, thru Pedlar & Ryan, N. Y.

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

Procter & Gamble Co., Cincinnati (Dreft), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

Schwabacher-Frey Co., Los Angeles (chain stationery), 6 weekly *sa*, thru W. Austin Campbell Co., Los Angeles.

Swift & Co., Chicago (Allsweet margarine), 5 weekly *sp*, thru J. Walter Thompson Co., Chicago.

Universal Camera Corp., New York, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

WHN, New York

Coca-Cola Bottling Co. of New York, 6 weekly *t*, thru D'Arcy Adv. Co., N. Y.

Assn. of Pacific Fisheries, Seattle, 3 weekly *sp*, thru J. Walter Thompson Co., San Francisco.

Carter Products Inc., New York, *sa*, 52 weeks, thru Street & Finney, N. Y.

Campana Sales Corp., Batavia, Ill. (Italian Balm), *sa*, thru Aubrey, Moore & Wallace, Chicago.

Godefroy Mfg. Co., St. Louis (hair coloring), *sa*, thru Anfenger Adv. Agency, St. Louis.

Libby, McNeill & Libby, Chicago (100 Foods), 3 weekly *t*, 52 weeks, thru J. Walter Thompson Co., Chicago.

Procter & Gamble Co., Cincinnati, 36 *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.

West Disinfecting Co., Long Island City, 3 weekly *sp*, 52 weeks, thru Moser & Cotins Inc., N. Y.

Chrysler Corp. of New York (dealers), *sa*, thru Ruthrauff & Ryan, N. Y.

Frank H. Lee Co., Danbury, Conn. (hats), 39 *sp*. thru Birmingham, Castleman & Pierce, N. Y.

KEHE, Los Angeles

Gardner Nursery Co., Osage, Iowa, (plants), 6 weekly *sp*, thru Northwest Radio Adv. Co., Inc., Seattle.

Tay-Ban Inc., Los Angeles (excess fat control treatment), 3 weekly *sp*, direct.

Baydilor Inc., Los Angeles (Bantee Oil), 24 weekly *t*, direct.

Cosmo-Rayed Products, Los Angeles (bath crystals), 5 weekly *sp*, direct.

KPO, San Francisco

Procter & Gamble Co., Cincinnati (Dreft), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

Procter & Gamble Co., Cincinnati (Lava), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

WJJD, Chicago

Oyster Shell Products Corp., New Rochelle, N. Y., weekly *sa*, thru Husband & Thomas, N. Y.

M. J. Breitenbach, New York (Gude's Pepto-Mangan), 3 weekly *ta*, thru Morse International, N. Y.

Rio Grande Valley Citrus Exchange, Weslaco, Tex., 27 *ta*, thru Leche & Leche, Dallas.

Bird-Sykes Co., Chicago (motor dealers), weekly *sp*, thru Schwimmer & Scott, Chicago.

Kemp & Lane, Le Roy, N. Y. (Orangeine headache powder), 12 weekly *sa*, thru Hughes-Wolf & Co., Rochester.

WOR, Newark

Refrigeration & Air Conditioning Institute, Chicago, weekly *t*, thru James R. Lunke & Assoc., Chicago.

Gardner Nursery Co., Osage, Ia., 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

P. Lorillard Co., New York (Muriel cigars), 2 weekly *sp*, 13 weeks, thru Lennen & Mitchell, N. Y.

Longines-Wittnauer Co., New York (timepieces), 1725 *sa*, thru Arthur Rosenberg Co., N. Y.

KFAC, Los Angeles

Don-O-Uth Cosmetics Sales Distributors, Los Angeles (cosmetics), 3 weekly *sp*, direct.

Log Cabin Bread Co., Los Angeles (chain bakery), 5 weekly *t*, thru Scholts Adv. Service, Los Angeles.

Associated Oil Co., Los Angeles (petroleum products), weekly *sp*, thru Allied Adv. Agencies, Los Angeles.

WATL, Atlanta

A. & P. Tea Co., Atlanta, 6 weekly *t*, direct.

General Shoe Corp., Nashville (Fortune shoes), weekly from WSM, thru Badger & Browning & Hersey, N. Y.

WOV, New York

Flotta Products Co., New York (canned food), 13 *sp*, direct.

Pilot Radio Co., New York, 13 *sp*, thru Alvin Austin Co., N. Y.

KSFO, San Francisco

U. S. Products Corp., San Jose (Signet fruit juice), 2 weekly *sp*, thru Long Adv. Service, San Jose.

U. S. Rubber Co., San Francisco (U. S. Royal tires), weekly *sa*, direct.

Luxol Shampoo, Los Angeles (shampoo), 3 weekly *t*, thru Milton Weinberg Co., Los Angeles.

Dri-Brite, St. Louis (liquid wax), weekly *sa*, thru Louis E. Westheimer & Co., St. Louis.

Armstrong Cork Co., Lancaster, Pa. (Quaker rugs), 3 weekly *t*, thru BBDO, N. Y.

KGO, San Francisco

RCA Mfg. Co., Camden, 6 weekly *t*, direct.

McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 5 weekly *sa*, thru H. W. Kastor & Sons, Chicago.

American Stove Co., Cleveland (Magic Chef Stoves), weekly *t*, thru BBDO, N. Y.

Armand Co., Des Moines (cosmetics), 3 weekly *sa*, thru Wade Adv. Agency, Chicago.

KMPC, Beverly Hills, Cal.

Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 6 weekly *sa*, thru Stodel Adv. Co., Los Angeles.

Standard Firex Co., Los Angeles (fire extinguishers), 6 weekly *sa*, direct.

John Brown University, Siloam Springs, Ark. (educational), 7 weekly *sa*, thru Lisle Sheldon Adv., Los Angeles.

Imperial Mutual Life Insurance Co., Los Angeles (life insurance), 3 weekly *sp*, thru W. B. Ross & Associates, Los Angeles.

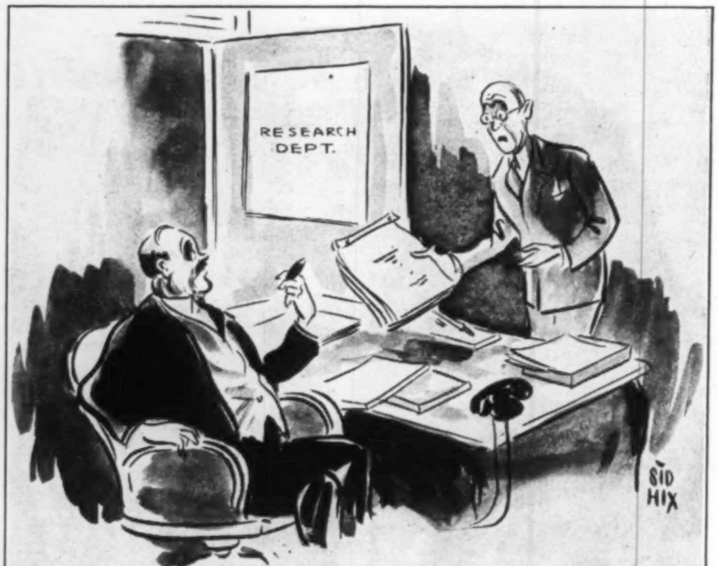
Star Outfitting Co., Los Angeles (clothing), 3 weekly *t*, thru Allied Adv. Agencies Inc., Los Angeles.

KFI, Los Angeles

American Stove Co., New York (stoves), weekly *t*, thru BBDO, N. Y.

Armand Co., Des Moines (cosmetics), 2 weekly *sa*, thru Wade Adv. Agency, Chicago.

Remington-Rand, Buffalo (typewriters), 3 weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.



Drawn for BROADCASTING by Sid Hix

"Frankly, J. P., We've Had a Lot of Trouble Trying to Get an Accurate Survey of Our Potential Baby Buggy Market!"

WNEW, New York

Carter Medicine Co., N. Y. (liver pills), 10 weekly *sa*, thru Street & Finney, N. Y.

Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), 6 weekly *sp*, thru McCann-Erickson, N. Y.

La Comp Products, N. Y. (Qwick washer), 52 *sp*, direct.

Pepsodent Co., Chicago (dentifrice), 6 weekly *sp*, thru Lord & Thomas, Chicago.

Musebeck Shoe Co., Danville, Ill. (Health Spot shoes), 3 weekly *sp*, thru Sehl Adv. Agency, Chicago.

Philip Morris Co., New York (Paul Jones cigarettes), 6 weekly *sp*, thru Biow Co., N. Y.

Hampden Sales Assn., New York (powder base), 18 *sp*, thru Biow Co., N. Y.

Nu-Life Hair Restorer Co., Morristown, N. J., 3 weekly *sa*, 26 weeks, direct.

Air Conditioning Training Corp., Youngstown, O., 2 *sp*, thru Nat'l. Classified Adv. Agency, Youngstown.

Sterling Casualty Insurance Co., Chicago, 4 *sp*, thru Presba, Fellers & Presba, Chicago.

WHO, Des Moines

Grocers Wholesale Co., Des Moines, 13 *sp*, thru R. J. Potts & Co., Kansas City.

Central National Bank & Trust Co., Des Moines, 26 *sp*, thru R. J. Potts & Co., Kansas City.

Oneida Ltd., Oneida, N. Y., 13 *t*, thru BBDO, N. Y.

Glidden Co. Cleveland (paint), 23 *sp*, thru Meldrum & Fewsmith, Cleveland.

Miles Laboratories, Elkhart, Ind., 7 *sp*, thru Wade Adv. Agency, Chicago.

Service Life Insurance Co., Omaha, 12 *sp*, thru Presba, Fellers & Presba, Chicago.

WMCA, New York

Madison Personal Loan Co., New York, 7 weekly *sp*, thru Klinger Adv. Agency, N. Y.

Community Opticians, Jamaica, N. Y., 7 weekly *sp*, 6 weekly *sp*, thru Commonwealth Adv. Agency, Boston.

Seedol Laboratories, New York (Kelpamalt reducing tablets), 7 weekly *sp*, 13 weeks, thru Grady & Wagner, N. Y.

Horvita Inc., New York (cosmetics), *sp*, *sa*, 13 weeks, thru Schuyler Service, N. Y.

Newskin Co., Brooklyn (liquid court plaster), 91 *sp*, direct.

Man O' War Publishing Co., New York (racing manual), 28 *sp*, thru Metropolitan Adv. Co., N. Y.

Liebmann Breweries, Brooklyn (Rheingold), 12 weekly *sa*, thru Erwin, Wasey & Co., N. Y.

KJBS, San Francisco

Liberty Orchards, Cashmere, Wash., 6 weekly *sa*, thru Beaumont & Hohman, Seattle.

Dr. Miles California Co., Los Angeles (Alka-Seltzer), 36 weekly *sa*, thru Associated Adv. Agency, Los Angeles.

Guaranty Union Life Ins. Co., Hollywood, 3 weekly *sp*, thru Stodel Adv. Agency, Los Angeles.

Ex-Lax Mfg. Co., Brooklyn (laxative), 5 weekly *ta*, thru Joseph Katz Co., Baltimore.

California Optical Co., San Francisco (opticians), weekly *sp*, thru Sid L. Kay, San Francisco.

WQXR, New York

Intourist Inc., New York (Soviet Russia travel bureau), weekly *t*, thru L. D. Wertheimer Co. Inc., N. Y.

KQW, San Jose

Pillsbury Flour Mills Co., Minneapolis, 5 weekly *sa*, Hutchins Adv. Co., Minneapolis.

KFRC, San Francisco

American Pop Corn Co., Sioux City, Ia. (Jolly Time pop corn), weekly *sp*, thru Coolidge Adv. Agency, Des Moines.

Radio Advertisers

CLARENCE J. HUFF, general sales manager of Procter & Gamble, has been promoted to vice-president in charge of sales. Thomas J. Wood will succeed Mr. Huff as general sales manager and E. C. Moffatt has been transferred to Cincinnati to become western division manager. He will be succeeded in the Pacific Coast division by Paul Parrette of the San Francisco office.

HARRY W. FRIER, formerly of J. Stirling Getchell, has been named advertising manager of the DeSoto division of Chrysler Corp., Detroit.

PURE OIL Co., Chicago, has appointed Thornley & Jones, New York, as advertising and public relations counsel. While media have not yet been selected, there is a possibility that radio may be used.

SHORTWAVE Diathermy Laboratories Inc., New York, has appointed Frank Kiernan & Co., New York, to handle advertising. The present schedule of three programs a week on WMCA, New York, will continue for 13 weeks.

PROCTER & GAMBLE Co., Cincinnati, on Feb. 14 started transcribed versions of *Guiding Light* for White Naphtha soap and *Vic & Sade*, for Crisco, on KSOO, Sioux Falls, S. D. Both are heard five days a week, through Compton Adv., New York.

TAY-BAN Inc., Los Angeles (excess fat control treatment), an occasional radio user, is sponsoring a thrice-weekly quarter-hour live talent program, *Dr. Charm*, on KEHE, that city, in a 26-week campaign. Account was placed direct.

COSMO-RAYED Products, Los Angeles, distributors of Cosmo-Rayed Mineral Health Bath crystals, and an occasional user of radio time, is sponsoring a five-weekly quarter-hour *News by Air*, with Ken Higgins, commentator, on KEHE, that city. Contract is for 13 weeks, having started Feb. 7. Account was placed direct.

KNUDSEN CREAMERY Co., Los Angeles, dairy products distributor after a series of tests on Feb. 28 started for five weeks daily participation in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Agency is Heintz, Pickering Co. Ltd., Los Angeles.

BAYDILOR Inc., Los Angeles, manufacturers and distributors of Bantee Oil, a liniment, after a series of tests on KFOX, Long Beach, Cal., and KIEV, Glendale, Cal., on Feb. 21 started for 52 weeks using 25 quarter-hour transcribed musical programs weekly on KEHE, Los Angeles, placing direct.

IMPERIAL Mutual Life Insurance Co., Los Angeles, an occasional user of radio, on Feb. 21 started sponsoring the thrice-weekly quarter hour live talent *Answer Man* program on KMPC, Beverly Hills, Cal. Agency is W. B. Ross & Associates, Los Angeles.

CHICAGO, North Shore & Milwaukee R. R., Chicago (electric railroad), started 12 weekly announcements ranging from 25 words to a minute, over WTMJ, Milwaukee, Feb. 21. Neisser-Meyerhoff, Chicago, is agency.

R. T. ALDWORTH, manager of The Knox Co., Los Angeles (Cystex), left that city on Feb. 19 by plane for Cuba and South America in connection with placement of transcribed programs for his firm.

TRANSCONTINENTAL & Western Air, Kansas City, has appointed J. Stirling Getchell, New York, to handle advertising, effective April 1. No plans have been made as yet.

More P & G Spots

PROCTER & GAMBLE Co., Cincinnati, on Feb. 28 started transcribed versions of Allan Prescott's NBC program, *Wifesaver*, on about 14 stations for two products. The quarter-hour discs, made by E. V. Brinckerhoff & Co., New York, are heard five days a week on three Coast stations for Dash and Camay, on eight Canadian stations for Calay (Canadian designation of Camay soap), and on KGMB, Honolulu, and KHBC, Hilo. On WOR, Newark, *Pepper Young's Family* has been dropped to make way for the new serial. Other stations will be added through the spring until a total of about 20 is reached. Agency is Pedlar & Ryan, New York.

ROCKWOOD & Co., Brooklyn, N. Y. (cocoa, chocolate), has appoined Federal Adv. Agency, New York, to direct advertising. No plans have been made as yet.

SILEX Co., Hartford, Conn. (coffee makers), has appointed J. M. Mathes to direct advertising. No plans have been made.

SHASTA WATER Co., San Francisco (charged water), on Feb. 20 launched a 13-week series of weekly programs titled *Listen*, Sundays, 2:45-3 p. m. (PST) over KFRC, San Francisco.

U. S. PRODUCTS Corp., San Jose (Signet fruit juice), Feb. 14 started an eight-week, twice-weekly participation in the *Friendly Homemaker*, 9:45 to 10 a. m. (PST), on KSFO, San Francisco. Account placed by Long Adv. Service, San Jose.

G. KREUGER Brewing Co., Newark, has appointed Young & Rubicam, New York, to direct advertising. Radio will be among the media used.

MAURICE BALL Inc., Los Angeles, (furriers) formerly a seasonal user, for the first time is using radio year around, having started on Feb. 27 for 52 weeks, Sunday time signal announcements on KNX, Hollywood. Firm also has weekly spot announcements on KECA, Los Angeles. Lee Ringer, Adv. Los Angeles, has the account.

MARNEY FOOD Co., Huntington Park, Cal., manufacturers and distributors of Marco dog and cat food, which has been sponsoring the *Marco Juvenile Revue*, on KNX, Hollywood, on March 5 renews the weekly half-hour Saturday evening program for another 52 weeks. Firm has been a consistent user of radio for the past 4½ years, having sponsored the series on KFWB, Hollywood, and KHJ, Los Angeles, for more than a year prior to moving it to KNX. Agency is Ivar F. Wallin & Staff, Los Angeles.

COMMUNITY Opticians, Boston, on Feb. 20 began sponsorship of Mutual's cooperatively sponsored *Thirty Minutes in Hollywood* on WAAB, Boston. Program, starring George Jessel, is broadcast Sundays 6 to 6:30 p. m., on 26 stations under local sponsorship and on other MBS outlets as a sustaining feature. Redfield-Johnstone, New York, is agency.

AXTON FISHER Tobacco Co., Louisville, (20 Grand cigarettes), on Feb. 14 started sponsorship of *Night Watch* on WIND, Gary, Ind. The program, formerly under participating sponsorship, is broadcast six nights a week from midnight to 4 a. m. and Sundays to 2 a. m. On March 14 Axton-Fisher will resume participation in *Milkman's Matinee*, conducted by Stan Shaw, on WNEW, New York. Agency is McCann-Erickson, New York.

VITA FOOD PRODUCTS Inc., New York (sea foods) has appointed Moser & Cotins Inc., that city, as agency.

This map shows our Primary Listening Area. . . .

OHIO
INDIANA
WHAS
KENTUCKY

But we're regularly heard clearly in 40 states

If your idea is to tell and sell the most people (with the itch to buy and the jack to pay for the goods) in the Heart of the Rich Ohio Valley, you can do so most economically and satisfactorily by using this big popular pioneer station. We can practically drown you with statistics supporting our claim. Just say if/or when, and we'll open the floodgates.

820 Kilcocycles . . . . . CBS Outlet

EDWARD PETRY & COMPANY, ***National Representatives***

WHAS

50,000 Watts — Nationally Cleared Channel

COURIER-JOURNAL & LOUISVILLE TIMES STATION

WEED AND COMPANY

•

WLAW

1000 Watts

Lawrence Mass.

Now Averaging more than 8000 letters weekly.

•

RESULTS COUNT MOST

Radio Station Representatives

- NEW YORK
- DETROIT
- CHICAGO
- SAN FRANCISCO

Yardstick for Radio Station Sales

(Continued form page 19)

elements of value which are from time to time brought before the FCC on the part of applicants for transfer of licenses will show that the sale of any broadcasting station at anything like its fair market value embraces an attachment of value to the license itself.

"The Commission must either disprove all transfers where the values go beyond the bare physical equipment, or it must take the opposite course of allowing the matter of price to be determined by the parties and reserve to the Commission the other considerations of public interest, provided always, that nothing in the transfer transaction is in derogation of its supreme regulatory authority.

License of Greatest Value

"The middle course of ascribing values to be approved by the FCC, to the many intangibles discussed in this analysis is tantamount to a recognition of value in the license itself. An insistance upon no price beyond bare physical equipment assets is a repudiation of value in the license for any purpose. The removal from consideration of the question of values between the parties is an avowal of value for the purpose of private transactions only, coupled with an assertion of complete absence of value as against the regulatory authority.

"The power of the Government to revoke a license for the causes set forth in the FCC Act, the power of the Government to refuse to grant a renewal in the absence of a showing of public interest, convenience and necessity, the power of the Government to take over the equipment in time of war or grave national emergency, and the general plenary powers of the Government with regard to interstate communication can never be effected by the declaration on the part of the regulatory authority that it does not concern itself with the financial aspects of the transaction between the licensee and the proposed licensee so long as that transaction produces a new licensee equally or better able, willing and committed to serve the public interest, convenience and necessity."

WNBZ Case

A brief was asked of Atty. Louis G. Caldwell, counsel for WNBZ, Saranac Lake, N. Y., (100-watt daytime station on 1290 kc.) in the proposed transfer of an existing license and an outstanding construction permit. The brief stated in part, "Unless you go to the extreme of holding that no purchase price of a station may be approved if it is in excess of the value of the physical assets, every test I have heard mentioned would result in your consent to this assignment. If pioneering expense be considered a legitimate factor, the price of $17,000 can be justified. If some proportion between the price and the annual earnings of the station be considered the test, such as 10 times earnings, or even less, again the price can be justified. If expected earnings of the station be taken into account, the price can be justified.

"I am convinced that under the law you have no power to base approval or disapproval of a salę of a broadcast station on the amount of the purchase price. I am equally convinced that if you have such power, and pin yourselves down to any one test or even any set of tests, you will soon regret your decision and be forced to undo it.

"I suggest that before the Commission permits itself to adopt any rigid rule, it should call upon its law department to present openly and publicly, all arguments there may be in favor of such a rule, and thus give counsel for applicants an opportunity to know what these arguments are and to meet them squarely."

In reviewing the legislative history of communications law, Mr. Caldwell referred to the bill which became the Radio Act of 1927 and to the fact that as enacted by the Senate the bill contained a proviso forbidding approval of a transfer if the consideration were greater than the original cost of equipment. This proviso was deleted in conference and argued Mr. Caldwell, "Congress decided against the theory which you are now being urged to read into the statute."

"The words 'public interest' in Section 310(b) of the 1934 Act confer upon you the right and duty simply to pass upon the qualifications of the assignee to substantially the same extent and applying substantially the same tests as in the case of an applicant for a new station. Nothing more and nothing less."

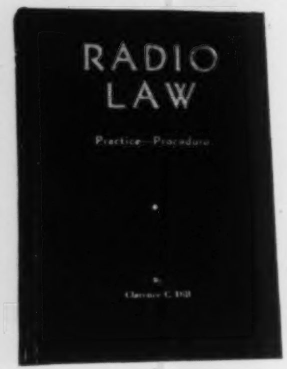
May Be Unconstitutional

The constitutionality of the claimed control over price is raised by the discrimination that would result, said Atty. Caldwell. "It works a gross discrimination against an assignor who is an individual and not a corporation and against stockholders who have a controlling interest in licensee corporations. It favors stockholders having less than a controlling interest in licensee corporations. This discrimination is so marked as to indicate a positive violation of the due process clause of the Fifth Amendment.

"If you assume to say that shares of stock which, when judged by all of the ordinary standards by which men do business, are worth $400 a share, may be sold for not more than $40 a share, you are, I think, opening yourselves to a serious and perhaps well-founded contention that you are depriving the stockholder of property without due process of law.

"A strange spectacle is presented when one agency of the federal government says you must pay an estate tax on $400 a share and another agency of the same government says you may not sell it for more than $40 a share and between the two it will be impossible to sell the stock for any but a small

RADIO LAW



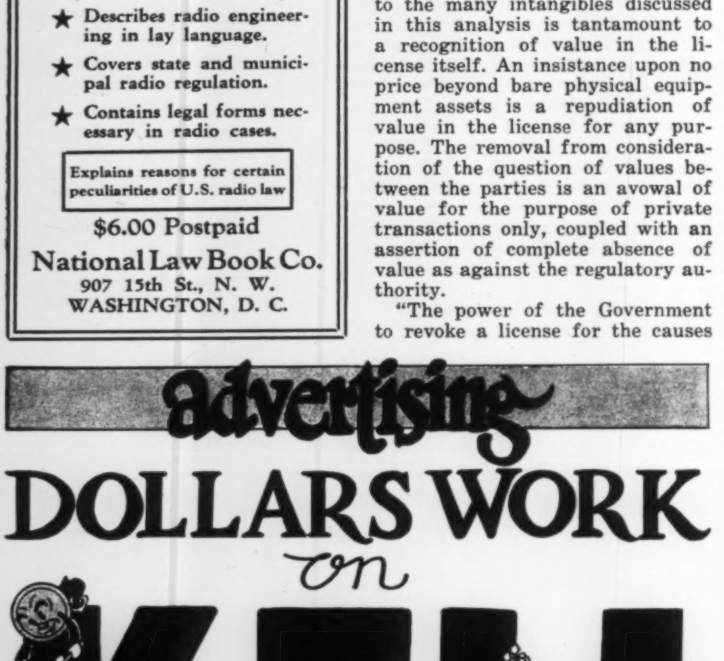
by
Former Senator
C. C. DILL
(*The man who wrote the radio laws*)

- ★ Describes radio engineering in lay language.
- ★ Covers state and municipal radio regulation.
- ★ Contains legal forms necessary in radio cases.

Explains reasons for certain peculiarities of U.S. radio law

$6.00 Postpaid

National Law Book Co.
907 15th St., N. W.
WASHINGTON, D. C.



Who could ask for more?

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, **EDWARD PETRY & CO., Inc.**

A
Every Client of This CBS Outlet Benefits From

Merchandised
Broadcasting

fact re
WBNS
COLUMBUS

WJTN
PA. • JAMESTOWN • N.Y.

JAMESTOWN, N. Y.

•

NBC

fraction of what is necessary to pay the taxes."

In his discussion of estates owning interests in stations, inheritance taxes and complications arising from stock interests in licensee corporations, Mr. Caldwell argued that FCC action would result in unconstitutional discrimination. He contended that if pioneer broadcasters were not allowed to make a profit in selling their stations, the ownership "of stations in this country will be frozen in existing licensees and their heirs or beneficiaries under their wills."

To adopt as a price standard a ratio between the annual earnings of a station and the proposed sale price would simply be telling all licensees to make as much money as they can from operation regardless of the effect on their program service or on the quantity and quality of their advertising, he stated. This would result in the one who could make the most money from his station getting approval of the highest price when he sold it, Mr. Caldwell contended.

Brief of KOOS

A brief was requested in the sale of KOOS, Marshfield, Ore., to Sheldon Sackett, publisher of the *Marshfield Coos Bay Times* for $14,000, when the examiner found that the station had only an estimated replacement value of $5,000 [BROADCASTING, Dec. 15]. Attorneys Ben S. Fisher and Charles V. Wayland suggested that the FCC use as a yardstick a figure representing 10 times the average annual net return of the station.

It was contended that a return of 10% was reasonable and that the Commission seemed to concur in that figure, for it was apparent in the determination of the KNX and KMPC sales in Los Angeles.

In discussing the tangible assets to be considered, it was argued that the original cost value of the station and not the replacement or depreciated value be the determining factor, on the ground that the vendor is entitled to a return on sums originally expended.

The "expectancy" of license renewal, based on service during the preceding six months is a legitimate intangible claim, they held. Another intangible factor is evidence showing the general valuation placed on the station by other prospective purchasers, it was contended.

The memorandum concluded that if the item of consideration does have a place in the price, then it must be based upon various elements which together constitute "a fair and equitable valuation of the station's worth."

Monopoly Argued

Monopoly entered the discussion when the lease of KSFO, San Francisco, to CBS came before the FCC. In his brief, Duke M. Patrick, Washington attorney, contended that the Commission had no power to rule on sales price unless in a theoretical case the price was so high that it affected some phase of public interest. Chairman McNinch asked, "If stations are put on the block to the highest bidder, will that ultimately and necessarily result in aggregation to those who have the wealth and ability to buy and thus work out a monopoly?" Mr. Patrick answered that licenses couldn't be put on the block, that trafficking in licenses couldn't exist, for the FCC has the power and authority to prevent such trafficking.

Asked by Chairman McNinch what a station had to sell besides its physical assets, Mr. Patrick listed contracts with musicians unions, contracts with advertisers, leases and mainly the cooperation of the owner in helping the proposed licensee get the assignment. He placed emphasis on the going concern value of a station, defining it as the value of the time CBS would save if it were allowed to lease KSFO immediately rather than construct a new station in San Francisco.

In his concluding argument, Mr. Patrick stressed the "expectancy of license" stating that "under the ruling of the Court of Appeals, an expectancy of license is established as long as the statutory standard is served and as long as there is no controlling reason, like in the Nelson Brothers case (WIBO on the "quota" law) to upset this particular station because of some positive rule of law."

Austin in Los Angeles

ALVIN AUSTIN, president of the Alvin Austin Co., has returned from Los Angeles, where he opened a branch office of the agency on Feb. 1 to service a new account, Three-G Distilling Corp., Burbank. Mr. Austin expects to divide his time between New York and the Los Angeles office, which is in charge of C. S. MacQuoid.

Griffin Buying

GRIFFIN MFG. Co., Brooklyn, N. Y., on Feb. 28 starts a series of quarter-hour local live programs on WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; WWL, New Orleans, and WAPI, Birmingham. The programs will be musical clocks or news, and will be heard three and six times a week for the company's line of shoe polishes. Griffin is also auditioning for a possible network. Agency is Bermingham, Castleman & Pierce, New York.

MORE than 1,000,000 student's notebooks have been distributed to school children in America for use during the *Music Appreciation Hour* broadcasts of Dr. Walter Damrosch, NBC music counsel.

KFPY–Spokane
KGIR–Butte
KPFA–Helena
KRSC–Seattle
KXL–Portland
Five favorite stations available with a single contract.

W
L
B
C
TEST the typical American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

ANNOUNCEMENT
Effective February 1, 1938
THE BRANHAM CO.
assumed the National Representation of
NBC-affiliated 1000-watt
RADIO STATION
WWNC
Asheville, North Carolina

LET'S GIT A DOUBLE SODY, SARAH!

Drug stores are just as alluring to our Red River Valley folks as they are to people in the big cities. Cold figgers show that WDAY's audience buys 31.9% of all drug items sold in North Dakota, South Dakota and Minnesota COMBINED [exclusive of the counties containing Minneapolis and St. Paul].

Which maybe explains why more and more advertisers are taking advantage of WDAY's big audience and low rates. Why don't you, pal?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

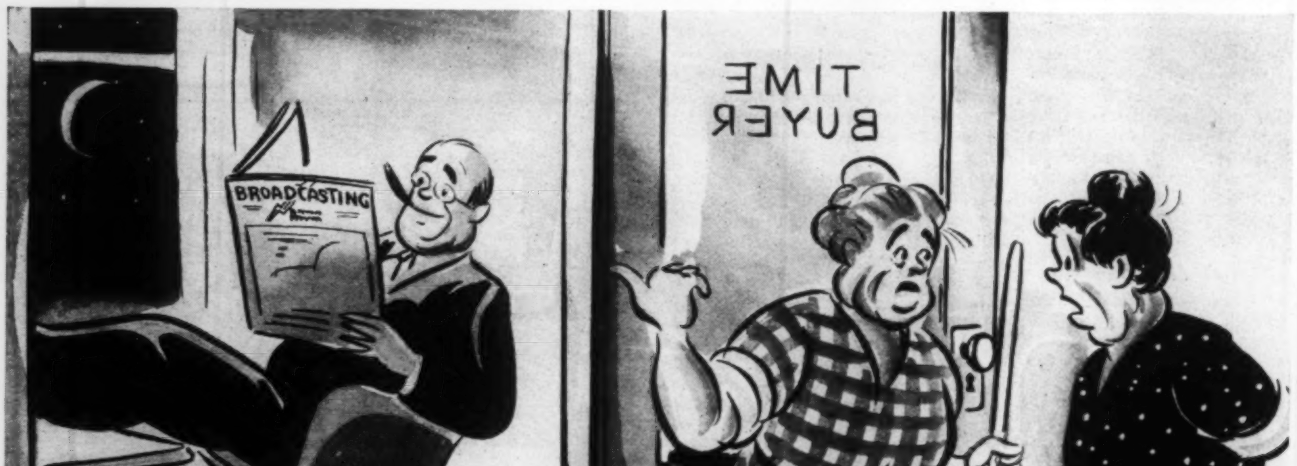
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

From border to border
and coast to coast,
Timebuyers read
Broadcasting most.

peep

Make *Broadcasting*
your hook-up;
Watch your station's
business look-up.

Vol. 1, No. 2 **March 1, 1938**



We'd better work around him, Lizzie. He reads that magazine from cover to cover.

Avoid directory data dithers. Keep a copy of the new 1938 BROADCASTING Yearbook Number on your desk at all times. This 402 page edition is the perfect cure for questionnaire colic, network neurosis, sponsor spasms, or whatever ails you. And it's *yours* (including detailed 31″ x 21½″ Radio Outline Map of the United States and Canada) with *your* subscription to BROADCASTING.

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING

WASHINGTON, D. C.

arold Bock Named Head Of NBC Coast Publicity

Mr. Bock

HAROLD J. BOCK, for the last three years head of the NBC Hollywood press department, has been appointed press manager for the network's western division. Announcement was made Feb. 16 by Don E. Gilman, NBC western division vice-president. Bock will continue to make Hollywood his headquarters. He replaces Lloyd E. Yoder who recently was promoted to manager of KPO-KGO, the NBC San Francisco stations.

Bock joined NBC in 1933, and was in charge of the radio news bureau in San Francisco. Along with these duties he did a nightly news broadcast on KYA, then operated by NBC, and was also San Francisco representative of BROADCASTING. A year later, in 1934, he joined the Don Lee Broadcasting System as San Francisco publicity director. After a year with that organization he returned to NBC, coming to Hollywood as the sole press representative in that city for the network.

Gordon Butler Organizes New Recording Business

FORMATION of Broadcast Recordings Inc., with Gordon Butler as president, was announced Feb. 21 in Dallas. Occupying new studios in the Santa Fe Bldg., and with latest RCA speech input equipment for recordings and broadcast purposes, the new concern takes over the business of the former Butler Recording Studios. The company is transcribing programs for a number of commercial sponsors. Custom built programs and recorded libraries will be made available to stations throughout the Southwest.

BLACKETT-SAMPLE-HUMMERT, Chicago, is preparing a new show, *Land of Just Supposin'*, fantasy program, slated to replace one of the programs currently on the air for one of the agency's clients. It will be both live and transcribed.

RAY LINTON Inc., Chicago and New York, recently expanded into the national representative field has been appointed national representative for WOL, Washington, an NBC outlet which will go to 1,000 watts in April or May.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

TRANSCRIPTIONS

EXCLUSIVE rights to transcribe radio adaptations of all of Jack London's stories, with the exception of *Call of the Wild* and several others on which Metro-Goldwyn-Mayer holds copyrights, have been obtained by International Radio Productions, program and transcription unit of Hearst Radio Inc., recently established in Los Angeles under the direction of Howard Esary. Rights were obtained from Irving Fogel & Associates, Los Angeles, and it is planned to make the shows available to national sponsors. Exclusive sale of transcriptions of Gene Autrey's songs will also be handled by International.

IRVING FOGEL & Associates, Hollywood, formerly known as Irving Fogel Radio Productions, has acquired radio rights to George Tucker's "Man About Manhattan" column, written in New York and syndicated to 428 newspapers. Tentative plans call for transcriptions of the series to be produced in Hollywood for foreign release. International Radio Productions, New York, has the exclusive U. S. sales rights. Fogel will go to New York on about March 15 to confer with executives of King Features Syndicate on plans to make the *Charlie* Chan series a newspaper strip. He controls the newspaper and radio rights to the series, now heard on transcriptions.

STANDARD RADIO, New York, announces that WOSU, Columbus, has subscribed to its popular supplement service. Transcriptions of popular music and novelty acts are financed by subscription from the student body of Ohio State U and the broadcasts are given under auspices of the Inter-Fraternity Council.

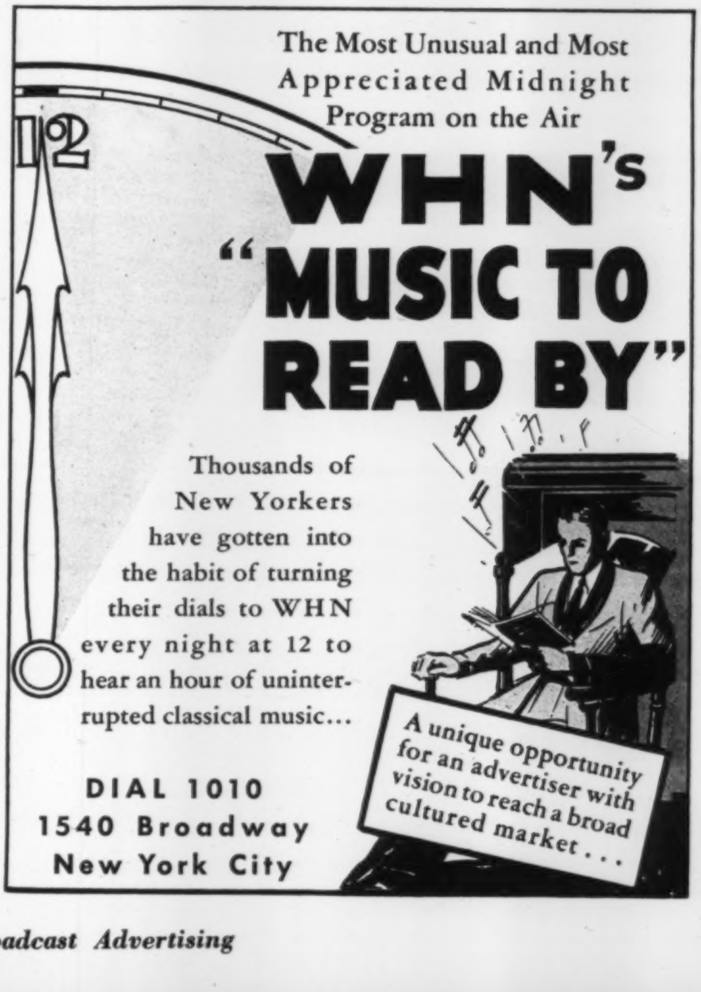
WFIL, Philadelphia, announces the WFIL Recording Service, a new station department under the direction of Roger W. Clipp, WFIL business manager, and Edward Pamphillon, engineering supervisor. Equipped with three RCA cutting turntables and two portable outfits, the service was started after a four-month experiment during which 1,427 pressings were made. Donald Withycomb, WFIL general manager, in announcing the new service, said: "We have no intention of competing with outside recording firms for commercial business. We have canvassed agencies and business concerns only because we believe recording has a close affinity to the broadcast industry and that in rendering this type of service we will be building good-will not only with our advertisers but with the potential time buyer as well."

CHICAGO Recording Laboratories, established at 64 E. Jackson Blvd., is handling transcription cutting; off-the-air recordings and air-checks. Heading the new firm is Wilbur Buchanan, formerly with the Marsh Laboratories, Chicago, assisted by Jo Favor, secretary, and J. H. Bosley, chief engineer.

BERT HORSWELL, national sales representative for the transcribed programs of C. P. MacGregor, Hollywood, is currently visiting stations in the eastern half of the country. Branch offices in New York and Chicago will probably be established in the near future, he told BROADCASTING.

WOLS, Florence, S. C., and WEED, Rocky Mount, N. C., have subscribed to World library service, bringing the total of WBS affiliates to 183, including 17 Canadian and 14 foreign stations.

PAUL DE OUTO and J. Erwin Dodson, formerly film exchange executives, have joined 20th Century Radio Productions, Hollywood, as district sales managers. De Outo has been placed in charge of the Mississippi territory and Dodson the Atlantic Coast and South.



The Most Unusual and Most Appreciated Midnight Program on the Air

WHN's "MUSIC TO READ BY"

Thousands of New Yorkers have gotten into the habit of turning their dials to WHN every night at 12 to hear an hour of uninterrupted classical music...

A unique opportunity for an advertiser with vision to reach a broad cultured market...

DIAL 1010
1540 Broadway
New York City

CLARK for **QUALITY** in **ELECTRICAL TRANSCRIPTION PROCESSING!**

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark Phonograph Record Co.

NEWARK • N • J •
216 HIGH ST.
HUmboldt 2-0880

Radio Utility Bill Baffles Industry

Novel New York Tax Measure Confuses Basic Facts

A MOVE to pass the McCall Bill, which would bring broadcasting in New York State into the public utility field and under the authority of the State Public Service Commission, is expected to be made on March 1. Bill was introduced in the New York Senate Feb. 15 by John T. McCall, Manhattan Democrat [BROADCASTING, Feb. 15], who is said to believe this measure, if enacted, would bring some $8,000,000 annually into the state's coffers and possibly enable the Legislature to curtail the tax on gasoline. The radio industry is wondering how such a staggering sum was arriving at, and even more how the broadcasters of New York could possibly pay it.

The broadcasting industry is not seriously concerned, however, as examination of the 21-page document reveals the Senator has little conception of the nature of broadcasting. After stating that the provisions of his bill apply to "every radio corporation owning or operating in this state radio stations for broadcasting for hire of music, speeches, amusements, news and other features," he defines a broadcasting station as "plant equipped for the transmission by the directional or beam method of music, speeches, amusement, news and other features."

Broadcasters must have "express permission of the Commission for any free or reduced service except to employes, agents and attorneys, and for broadcasting emergency notices effecting public health or safety on the certification of a police officer or judge as to the necessity for such broadcast," but provision is made for free broadcasting of "news of important events or any other thing" in the interest of public health and safety.

Attorneys experienced in radio law say that the measure is strictly in conflict with the established precedent that radio is at all times a matter of interstate commerce and as such comes under the jurisdiction of the Congress of the United States, and that any attempt of a State to regulate radio is clear usurpation of power.

Rit Drive in South

RIT PRODUCTS Corp., Chicago (Rit Dyes), on March 1 started one-minute daily transcribed announcements on 10 stations in a 13-week campaign confined to the South. If any stations are added to the list they will be in the South according to Vincent R. Bliss, vice-president of Earle Ludgin Inc., Chicago agency handling the account. RCA Transcription Co., Chicago, cut the discs. The complete list follows: WSB WAPI WBT WFAA-WBAP KPRC WMC WSM WWL WOAI KWKH.

FTC Issues Order

THE Federal Trade Commission has issued an order prohibiting certain unfair competitive methods involving lottery practices allegedly employed by Bunte Brothers, Chicago (candy). The company was directed to stop packing and assembling candy for distribution where a lottery or gaming device is involved.

Gygi Joins Sehl

OTA GYGI, promoter of the defunct American Broadcasting Co. and Affiliated Broadcasting Co., has returned to radio after an absence of a year, having joined Sehl Adv. Agency, Chicago, where he is working on cooperative radio network shows for department stores, auto clubs etc., to be sponsored locally. Already produced is a show for department stores featuring Irene Castle, dancer, with orchestra, comedians, and other talent still to be set. Other shows shortly to be launched will feature famous names, according to Mr. Gygi.

New FHA Disc Series Is Offered to Stations For Local Sponsorship

A SECOND series of 13 quarter-hour transcriptions featuring historic homes of America and designed to bring to the attention of the public the benefits to be derived from the National Housing Act was ready for release March 1 by the Federal Housing Administration. The series was prepared under the general supervision of George T. Van der Hoef, chief of the Radio Section of FHA.

Like the previous series carried over some 200 stations, the new group will be available for local sponsorship. Many stations, according to Mr. Van der Hoef, procured local or regional sponsorship of the first series, mainly those of building contractors or manufacturers of materials.

Mr. Van der Hoef said that more than 100 stations already have written in advance asking for the recordings, and there is every indication of "very wide" coverage. The second series was produced in response to the heavy demand from stations which had presented the first group. The series may be obtained by contacting Mr. Van der Hoef at FHA, Washington.

The recordings were produced by NBC Transcription Service under the supervision of C. Lloyd Egner, manager. Reginald Thomas was in charge of production and George Lowther was commentator.

DAVID O. ALBER, New York, has moved his radio publicity organization from 1619 Broadway to 9 Rockefeller Plaza.

Public Ownership Opposed in Canada

By JAMES MONTAGNES

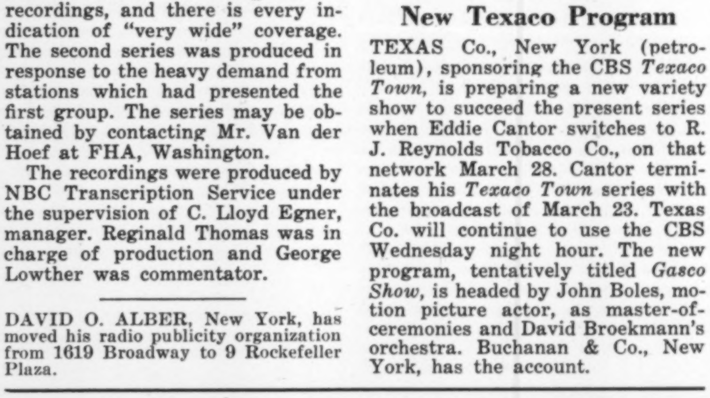
ANTI-PUBLIC ownership of Canadian broadcasting is being sponsored by some members of the Conservative party in Parliament, the government's opposition, although the leader of the conservatives, R. B. Bennett, put through the first public-ownership of broadcasting legislation in 1932 while prime minister.

As expected, a parliamentary committee is being formed, it was announced Feb. 19 by Premier W. L. M. King and this committee of 25 members will thrash out all the criticism levelled against the present broadcasting setup since Parliament opened on Jan. 27 when an increase in license fees was announced. This committee will be supplied with the Canadian Broadcasting Corp.'s annual report and such information regarding policies, revenue and expenditures as may be required. The five conservative members are planning to make their attack on public ownership, and the replacing of the present system by one similar to that prevailing in the United States with a controlling body like the FCC at the top.

All the critics, including broadcasters who were left out of the CBC national network setup of government-owned and privately-owned stations are to have a chance to appear before this committee, it is reported from Ottawa. Meanwhile, the newspaper campaign has not let up, and the CBC continues to be the target of meetings, speeches and cartoons.

New Texaco Program

TEXAS Co., New York (petroleum), sponsoring the CBS *Texaco Town*, is preparing a new variety show to succeed the present series when Eddie Cantor switches to R. J. Reynolds Tobacco Co., on that network March 28. Cantor terminates his *Texaco Town* series with the broadcast of March 23. Texas Co. will continue to use the CBS Wednesday night hour. The new program, tentatively titled *Gasco Show*, is headed by John Boles, motion picture actor, as master-of-ceremonies and David Broekmann's orchestra. Buchanan & Co., New York, has the account.



OLD-TIMER'S QUARTET—Sang old-time favorites on a recent WLS *Dinner Bell* program. The youngster by the mike is John Baker, special events announcer of WLS, Chicago, and the youngster on the right is Art Page, WLS editor. In between (l-r) are William Berry, 85; E. D. Cooke, 79; O. R. Hasty, 71, and Mayo Haas, 69, singers all. Those bells on the left are dinner bells sent to WLS by faithful Midwestern listeners. They're arranged for gonging.

ROYAL GETS MEDAL FOR RADIO SERVICE

JOHN ROYAL, NBC vice-president, received the medal award in the radio advertising group "for contribution to knowledge or technique of radio advertising," given by *Advertising & Selling* at its annual awards dinner at the Waldorf-Astoria Feb. 25. "While Royal's leading contributions to radio have been largely concentrated on sustaining features," said the magazine, "their ultimate effect on commercial broadcasting has been profound."

Mr. Royal pioneered, for example, in breaking down network inhibitions against pickup broadcasts from outlying points, with a broadening effect perhaps climaxed in the present *RCA Magic Key* series."

For "outstanding skill in program production," the medal award went to J. Walter Thompson Co. "When more audience records are to be set and more merchandise is to be moved off dealers' shelves, programs developed with the skill of the *Chase & Sanborn Hour* will doubtless take care of both," it was stated. To N. W. Ayer & Son went the medal award for excellence of commercial announcements, with special reference to the *Kellogg Singing Lady* and the Atlantic Refining Co. football broadcasts.

Among the honorable mentions were WOR, for advertisements most distinguished by excellence of layout, art and typography, and Edgar Felix, for "Radio Coverage Reports". Raymond Rubicam, chairman of the board, Young & Rubicam, won the gold medal award for "distinguished services to advertising". The jury deciding the 1937 award winners was composed of Allen L. Billingsley, Fuller & Smith & Ross; Dr. M. F. Agha, Conde Nast Publications; Richard Compton, Compton Adv. Inc.; A. M. Crossley, Crossley Inc.; J. Stirling Getchell; Watson Gordon, Doremus & Co.; H. F. Jones, Campbell Soup Co.; Henry Luce; Paul E. McElroy, Ethyl Gas Corp.; J. H. McGraw, McGraw-Hill Publishing Co.; Mrs. Ogden Reid, *New York Herald-Tribune*; Eugene Thomas, WOR; Deane Uptegrove, Alley & Richards Co.

World's Fair Preview

PREVIEW of the New York World's Fair 1939 will be held April 30, 1938, just one year before the fair's scheduled opening, and will be thoroughly covered by all New York stations. An elaborate "motorcade", parade, minus marching bodies, will be broadcast and televised. Now under construction are two television trucks and a mobile transmitter for use by NBC at the reviewing stand on Fifth Avenue. The Junior League Ball on April 29 and the Dance of Nations on April 30, both to be held on the fair grounds, will also be broadcast. CBS and WNEW, New York, have permanent wires to the grounds, and arrangements are now being made for permanent line facilities from W2XAD and W2XAF, Schenectady.

BUDD MULLOY, former publicity director of N. W. Ayer & Son Inc., Chicago, has opened his own publicity firm at 540 N. Michigan Ave. Associated with Mr. Mulloy is David Kaplan, formerly editor-in-chief of the *Sentinel* and *Advocate* magazines in Chicago.

What Others Say about "DAREDEVILS"

(Comments from admen who have auditioned this new radio series)

"Congratulations on producing a brand new idea in authentic Hollywood show material." *Mgr. radio network*

• • •

"Your audition records received. Thanks for providing a small agency like ourselves with reasonably-priced series as good as top notch broadcasts." *Advertising Agency executive*

• • •

"Submitted 'Daredevils of Hollywood' to large regional beverage account today. Believe you can expect order within week." *Adv. Agency account executive*

• • •

"Please send 'Daredevils of Hollywood' broadsides for each of our six salesmen. Audition records very good. Have two nibbles already." *Independent radio station manager.*

• • •

"Have just heard first 'Daredevils of Hollywood' audition from your salesman. Advise if cities of ---- ---- and -------- open." *Adv. Mgr. of bakery concern.*

• • •

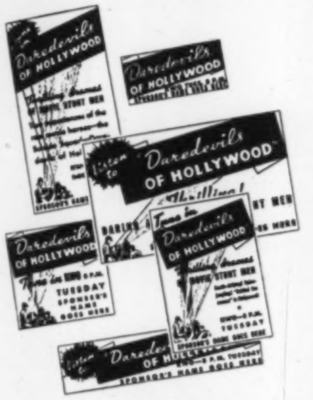
"Most complete program we ever had from Hollywood. Idea is a 'pip' and your promotion helps D---- good." *Advertising executive.*

Rights for Australia Bought by Station 2GB

Even in faraway Australia the "Daredevils of Hollywood" have made a hit. Rights for the entire Commonwealth have been sold to Station -------- , who in turn will resell them to other stations and to advertisers in that territory.

Promotion Ads

Below are shown the series of six newspaper advertisements, supplied in mat form with each set of Daredevil transcriptions. The ads range in size from single column, one-inch, to double column, two-and-one-half-inch dimension.



"Bring 'em Back" Merchandising Ideas

If it is labels or wrappers of your client's product you want, "Daredevils of Hollywood" is your meat. Not only do you get 26 photos of stunts and stunt men, as shown below, but we have worked out a series of contests and give-away charms. One of the "big name" stunt men carries a rabbit's foot. A replica is available at low cost. Another movie stunter swears by his coin. An inexpensive duplicate is offered. These charms are mentioned in the show itself. Action and sales? Yessir, plenty of both in this show. Better reserve your territory. NOW is the time.

This year's FEATURE PROGRAM

From Hollywood, the motion picture capital of the world, comes radio's newest COPYRIGHTED feature on electrical transcriptions—the thrilling, true-life experiences of those men behind the scenes... those daring, unsung heroes whose breath-taking adventures on the screen have thrilled millions, whose daily jobs bring them face to face with death... The Suicide Squad... the Movie Stunt Men... The Daredevils of Hollywood.

Twenty-six quarter-hour shows—each with thrilling, dramatic, human interest appeal for everyone. Three spots for commercial announcements on each program. Effective promotional helps and merchandising suggestions available.

"Daredevils of Hollywood"

Send FOR AUDITION RECORDS NOW!

GENTLEMEN: Send me 2 audition programs of "Daredevils of Hollywood" for which I will deposit $3.00. It is understood deposit paid will be refunded upon return of records prepaid within 30 days.

FIRM NAME________________ ATTENTION OF________________

ADDRESS________________

CITY________________ STATE________________

RADIO PROGRAMS DIVISION WALTER BIDDICK CO.
568 CHAMBER OF COMMERCE BLDG., LOS ANGELES, CALIFORNIA

West Starts on Air

WEST DISINFECTING Co., Long Island City, N. Y. (CN disinfectant), has appointed Moser & Cottins, New York, to direct advertising, effective March 1. On Feb. 25 participation was begun in *Ida Bailey Allen's* program on WHN, New York, to run for 26 weeks. The agency has also been appointed by Vita Food Products, New York, which is considering use of radio.

CBS, whose new listening area books have been in preparation many months, expects to have them ready for distribution within about three weeks. There will be two books, one for day and one for night coverage.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

From MORN 'till NIGHT

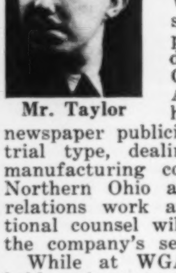
• WDRC plays an important part in the daily life of more than 1,000,000 people. WDRC advertisers benefit from this large and faithful audience.

Basic Station of Columbia Broadcasting System

National Representatives
INTERNATIONAL RADIO SALES

Graves Taylor Organizes Cleveland Publicity Firm

GRAVES TAYLOR, of WGAR, Cleveland, resigned from the station in mid-February to open industrial publicity and public relations offices in the Hotel Statler, Cleveland, on March 1. Mr. Taylor leaves WGAR after seven years as public relations director. His firm, Graves Taylor Associates, will handle trade and newspaper publicity of the industrial type, dealing largely with manufacturing companies in the Northern Ohio area. Too, public relations work and sales promotional counsel will be portions of the company's service.



Mr. Taylor

While at WGAR, Mr. Taylor held various program and production posts—heading those departments for long periods, in addition to his public relations duties. Later, outside industrial accounts claimed some of his time and he now moves into that field exclusively. Associated with Mr. Taylor in his company are a labor attorney, financial counsel and former business editor.

R. T. HARRIS Advertising Agency, Salt Lake City, announces release of 26 half-minute transcribed dramatized announcements promoting electrical appliances. Recorded on RCA flexite discs, these *True Life Dramas* were pre-tested by the local utility in Salt Lake. Among articles promoted are washing machines, electric ranges, refrigerators and water heaters.

OTHER FELLOWS' VIEWPOINT

More Press Propaganda

EDITOR, BROADCASTING:

In view of your magazine's attitude toward unfair advertising practices of other media, I thought the tear sheet from the *Charlotte Observer* would be of interest to you.* It was printed Feb. 15, 1938.

In checking over radio homes and coverage figures for the states mentioned, I find only 12 NBC stations are required to reach their potential audience of 1,931,700 radio homes, well over half-a-million more families than can be reached by the 16 newspapers mentioned.

In North Carolina (the only state for which I have accurate newspaper circulation figures) the *Charlotte Observer* in an editorial printed Sept. 14, 1937, states that there are 37 morning and evening newspapers with a total circulation of 417,865. Much of this, of course, is duplicate coverage.

To quote the editorial directly—". . . more than half of the families of North Carolina do not have access to daily newspapers . . . the reading of daily newspapers is only about one-third as widespread in North Carolina as in the United States as a whole." On the other hand, standard radio homes figures show that 49.01% of all North Carolina families have radios as compared with the national figure of 73.45%—a much more satisfactory ratio.

PAUL W. NORRIS,
Sales Promotion Manager,
WSOC, Charlotte, N. C.

Feb. 16, 1938.

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* Editor's Note: The advertisement, published in a score of southeastern newspapers, was addressed to advertisers and agencies. Surprisingly, it stated that the most enthusiastic estimates of radio ownership and coverage in the Southeast "will show that it lags far behind the average for the country as a whole," which in itself tends to "unsell" the territory for newspapers since set ownership is a recognized index to buying power! Equally surprising was the fact that a half-dozen of the newspapers subscribing to the blast, own broadcast stations.

SEED companies have started placing time on rural stations throughout the country. At WLS, Chicago, William Cline, commercial manager, reports the following seed firms on WLS: Earl May Seed Co., Lancaster Seed Co., Jung Seed Co. and in addition quarter hour thrice weekly show sponsored by Gardner Nursery Co.

Broad Promotion Tieups Developed for Campaign By Oil Burner Sponsor

DIRECT mail, newspaper space and dealer aids will all be used by Harvey-Whipple, Springfield, Mass., to merchandise its spring radio campaign for Master Kraft Oil Burners, which starts March 22 on WJZ, New York, WBZ-WBZA, Boston - Springfield, and WGY, Schenectady. Programs, quarter-hour weekly periods, broadcast Tuesday evenings on WJZ, Friday evenings on WBZ-WBZA, and Sunday afternoons on WGY, represent double the time used in 1937.

Each week the factory sends cards to all dealers, reminding them to mail cards to their prospect lists calling attention to the program of the week. Cards are timed to arrive the day of or preceding the broadcast. Dealers also receive full information about the campaign, with sample post-cards, letters and stickers for dealer mailings, and newspaper ads containing program mentions which are available in mat form for dealers.

A broadside describing results of previous Master Kraft radio campaigns was mailed to 25,000 oil burner dealers this winter, resulting in responses from 500 prospective dealers. A second broadside will go to 33,000 dealers at the start of the spring broadcasts, including maps of the areas covered by the programs and showing how the announcements bring direct results to the dealers. Account is handled by Willard G. Myers, New York.

PICTORIAL REVIEW Pattern Co., New York, on Feb. 25 started a quarter-hour a week on WOR, Newark, featuring Allie Lowe Miles and Sedley Brown, who are also on for Sitroux Inc. for the preceding 15 minutes. Agency for both is Franklin Bruck Adv. Corp., New York.

LIVE TODAY
IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO

"Out of Friction Comes Progress"

With sincere appreciation of N.A.B.'s efforts in the past and with an expectation of greater cooperative solidarity in the future.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
UNITED PRESS NEWS
Represented Nationally By
Paul H. Raymer Company

..*and* MORE *to* COME!

BELOW are listed 19 key stations in major Canadian markets, which have appointed ALL-CANADA RADIO FACILITIES LTD. as their Canadian representatives. We point with pride to this list . . . each station dominant in its market. 17 of these 20 stations are basic outlets on the national network of the Canadian Broadcasting Corporation, which gives these basic stations the many outstanding American network programs now released in Canada, thus adding further impetus to their already established preference in their markets.

*CHNS, Halifax
CJCB, Sydney
CFCY, Charlottetown
CFNB, Fredericton
*CJKL, Kirkland Lake
*CKGB, Timmins
*CFCH, North Bay
CKPR, Fort William
*CKY, Winnipeg
*CKX, Brandon
CFAR, Flin Flon
*CKCK, Regina
*CHAB, Moose Jaw
CKBI, Prince Albert
CFGP, Grand Prairie
*CJCA, Edmonton
*CFAC, Calgary
*CJOC, Lethbridge
*CJAT, Trail
*CKWX, Vancouver

*Represented in U. S. by Weed & Co.

Represented Exclusively by

ALL CANADA RADIO FACILITIES LTD.

Montreal ● Toronto ● Winnipeg ● Calgary ● Vancouver

WWL

NEW ORLEANS
LOUISIANA'S
most powerful
station

850 KC 10,000 WATTS

affiliated
C.B.S.

Character Denial of CP Protested

Publisher Challenges Ruling Of FCC on Asheville

THE NOVEL question of the right of the FCC to deny an applicant facilities because of purported lack of character and qualification was raised in an appeal filed Feb. 24 in the U. S. Court of Appeals for the District of Columbia by Harold H. Thomas, publisher of the *Asheville Daily News*.

The appeal, filed by Duke M. Patrick, Washington attorney and former Radio Commission general counsel, brought out that Mr. Thomas had filed an application for a new 100-watt station on 1370 kc. and that although the examiner had twice recommended granting of the application the FCC had denied it Jan. 26 [BROADCASTING, Feb. 1].

Libel Conviction

In denying the application the Commission adopted the substance of all the findings made by the examiner as to the legal, financial and technical qualifications of Mr. Thomas, absence of objectionable interference and the otherwise satisfactory character of the application. The denial was based solely on the grounds that Mr. Thomas had been convicted of a libel violation and sentenced because his newspaper, during the heat of a political campaign, had violated the North Carolina statutes in publishing a news story without a signature. He had pleaded guilty to the violation and the court had sentenced both Mr. Thomas and his editor to two years in jail and fines of $700 each, the jail sentence having been suspended.

The appeal alleges the Commission erred in deciding it had the power and authority under the Communications Act to deny the application solely because of Mr. Thomas' conviction; that the Commission erred in finding this conviction was evidence of lack of character and qualification; that the decision was "arbitrary and capricious" in that it ignored pertinent facts relative to the good character of Mr. Thomas.

Kentucky Pickup

KENTUCKY's political battle for U. S. Senator between Gov. A. B. Chandler and Sen. Alben W. Barkley, was broadcast Feb. 23 by WCKY, Cincinnati, when Gov. Chandler announced his candidacy. WCKY relayed the speech to WHAS, Louisville; WPAD, Paducah; WLAP, Lexington; WOMI, Owensboro; WCMI, Ashland; and WNOX, Knoxville.

•

News

is your best bet

TRANSRADIO

•

NAB Renews Campaign To Raise $83,000 Fund For Education Programs

A RENEWED drive to procure from broadcast stations the fund of $83,000 to be contributed by them toward the $250,500 education fund devised by the Federal Radio Education Committee, was launched Feb. 26 by Philip G. Loucks, special counsel of the NAB. Pursuant to the action of the NAB convention in Washington last month in adopting a resolution going on record in favor of this project, Mr. Loucks conferred Feb. 24 with Dr. John W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Committee.

It was decided that efforts should be made at once to procure the commitments from all broadcast stations for the 10 projects to be carried on within the next four years. Of the aggregate involved, $167,500 already has been contributed by the Rockefeller and Carnegie foundations with the $83,000 fund to be advanced by stations, based on contributions of three times the highest quarter-hour rate of stations, which it is estimated would aggregate this amount.

At this conference, Dr. Studebaker suggested that the payments be divided into five installments. These would be paid quarterly beginning on April 1, at which time each station would advance 25% of their aggregate. During the next three quarters they would advance 20% per quarter and on the fifth quarter the final 15%.

School Testing

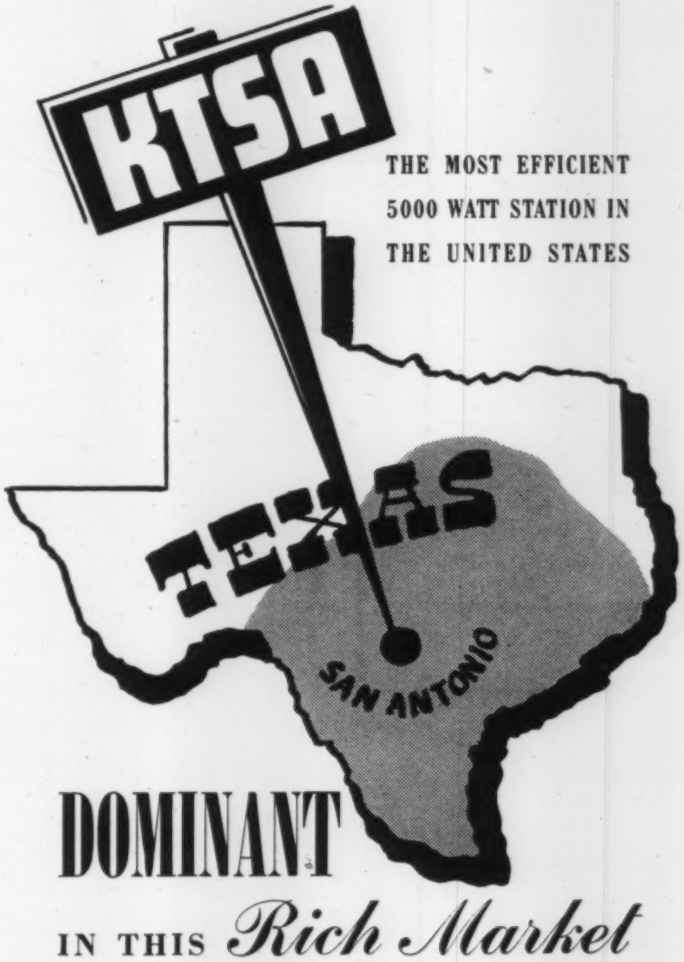
UTILITIES Engineering Institute, Chicago (air conditioning courses), on Feb. 23 started five-minute thrice-weekly tests of *Nothing But the Truth* on WCFL, Chicago. The program will be transcribed and placed nationally if the test proves successful, according to Hugh Rager, head of First United Broadcasters, Chicago agency handling the account. Miscellaneous types of programs are currently being used on 20 stations. Gradual expansion of Utilities Engineering is planned throughout 1938 according to Mr. Rager.

KGMB
HONOLULU
KHBC
HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 565 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

AT THE TOP 550 IN SAN ANTONIO



THE MOST EFFICIENT
5000 WATT STATION IN
THE UNITED STATES

DOMINANT
IN THIS *Rich Market*

●

By every measurement KTSA is dominant in south Texas—an area as large as New England plus part of Delaware and Pennsylvania and all of Long Island. With more than 2,000,000 people in its potential listening audience and with the most favorable wave length (550 KC) providing a signal of unusual efficiency and strength, KTSA offers national advertisers a value per dollar spent that cannot be equalled.

Quite definitely, in market reached (including rich Rio Grande Valley) and programs offered (a full schedule of CBS commercials and sustainings plus outstanding local features) KTSA is "at the top in San Antonio and So. Texas."

THE SEAL OF SUPREMACY
NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • DETROIT • LOS ANGELES

400,000
PEOPLE
WITHIN
30 MILES

The city of Charlotte alone has a population of more than 100,000. WSOC has spent years cultivating the good-will of your prospects. For volume sales at a profit, come to—

WSOC
CHARLOTTE, N. C.

**Charlotte
North Carolina**

National Representatives
SEARS & AYER

Late Personal and News Notes

DR. JAMES ROWLAND ANGELL, educational counselor of NBC, was the principal speaker on Feb. 25 at the annual dinner of the University of Michigan Club of New York at the Waldorf-Astoria. Dr. Angell was graduated from Michigan in 1890.

JOHN THORP, former sports writer now on the staff of KYW, Philadelphia, has taken over sports broadcasts, succeeding Kerby Cushing who has resigned to handle publicity for Villanova College.

EDWARD DARLINGTON, announcer of WDNC, Durham, N. C., has been promoted to program director. Joining WDNC recently after leaving WBIG, Greensboro, he succeeds Lee Vickers.

EMIL J. CORWIN, editor of NBC news service in New York, is the father of a baby boy born Feb. 21.

EDWARD LASKER, radio executive of Lord & Thomas, Chicago, after several weeks in Hollywood conferring with agency executives on sponsored shows, has returned to his eastern headquarters.

LOU MARCELLE, formerly of KMBC, Kansas City, has joined KFWB, Hollywood as announcer and news commentator.

AUDREY MAYS, formerly in the Hollywood publicity department of J. Walter Thompson Co., has been appointed radio director of the MacQuarrie Agency, talent bureau in that city.

PAULINE SWANSON has assumed full charge of the Tom Fizdale Inc., Hollywood publicity office, succeeding Jerry Farrar who resigned as West Coast manager. Fred Levings Jr., from the bureau's New York office and Tom Greenhow, formerly with Hollywood motion picture concerns, have been added to the staff.

SPENCER MILLER Jr., director of the Workers Education Bureau of the American Federation of Labor has been appointed to the Columbia Adult Education Board by President William S. Paley. The board plans to start a series of advanced educational programs.

ARTHUR GODFREY, announcer of WJSV, Washington, and star of the CBS program sponsored by Barbasol Co., on Feb. 24 married Miss Mary Bourke, until recently with the NBC-Washington staff.

RALPH A. NORDBERG, formerly of the NBC sales staff, has joined the sales force of WOR, Newark.

WLS, Chicago, made three promotions Feb. 24. Al Boyd, producer, was shifted to the sales department; Charles Ostler, assistant producer, was made full producer, while Harold Azine, who joined the station two months ago as assistant to Julian Bentley, newscaster, was made sound effects man and assistant producer.

LYLE DE MOSS, program manager of KFAB, Lincoln, Neb., has joined the production staff of WOW, Omaha. With KFAB for 10 years where his program *Time and Tunes* has been featured for five years. Mr. DeMoss' new duties will include management of WOW's studio orchestra directed by Freddie Ebener.

ARTHUR PERLES, formerly with the *New York Journal-American*, on Feb. 21 was appointed public relations director of Atlas Radio Distributing Corp., New York.

NED MIDGELEY, BBDO time buyer, is back in New York from his trip to the Coast, where he visited a number of stations.

DANIEL F. MUNSTER, formerly of WCAE, Pittsburgh, has joined the announcing staff of KYW, Philadelphia.

GEORGE SNELL, production manager of KDYL, Salt Lake City, has written a novel titled "And If Man Triumph."

BOB EDGE, WOR outdoor commentator, has been appointed fishing editor of the *New York Post* in addition to his present duties.

STARTING Feb. 20, and continuing for a week, WBOW, Terre Haute, Ind., celebrated its eleventh anniversary. Programs featured events of the past and a number of "old timers" programs starring and honoring men and women connected with the station in the past highlighted the week's celebration.

CHICAGO MAIL ORDER Co., Chicago, has placed a portion of its radio advertising with Schwimmer & Scott. The firm is taking over sponsonship of the half-hour Sunday *Spelling Bee* on WBBM which has been sponsored by the Peter Fox Brewing Co. Latter account also handled by Schwimmer & Scott, on Feb. 27 started Willie Shore as master of ceremonies and George Watson as announcer.

Networks Withhold Data On Billings for January

ALTHOUGH January billings of the three major networks are at hand, BROADCASTING refrains from publishing the figures while network officials grapple with the question whether to resume making the data available to the trade press. Starting last month, the networks reached an agreement to cease giving out unofficial monthly billings but to make them available to Publishers Information Bureau which sells its service to subscribers.

The PIB figures are computed on the basis of one-time rates with quantity and other discounts not included. They are broken down by regions, industrial groups and sponsors and include cost data for sponsors. In addition PIB provides skeleton data on spot campaigns based on reports it receives from a cross-section of stations. These data also are broken down into elaborate compilations.

Nehi Plans Contest

NEHI Inc., Columbus, Ga. (Royal Crown Cola), will conduct a contest with cash prizes totaling $50,000 on its first network series which starts March 11 on the NBC-Blue network. A campaign co-operating with the 500 bottlers throughout the country will be launched in newspapers and magazines, supplemented by the use of broadsides and window displays. The program, *Royal Crown Revue*, will present George Olsen's music, Tim & Irene, Graham McNamee, Uncle Happy and the Golden Gate Quartet. The contest will run for 25 weeks, requiring completion of the sentence, "I like Royal Crown Cola best because" in 25 words or less. Each week cash prizes will be given.

Union Uses Spots

UNITED OFFICE and Professional Workers, C. I. O. affiliate, has bought time on WEVD, New York, for a series of five programs directed toward unorganized workers. Consisting of dramatic skits and interviews, the first broadcast was heard Feb. 18, and others are scheduled for Fridays in March.

ALLEN B. WRISLEY Distributing Co., Chicago (Oliv-I-Lo soap) on Feb. 17 started sponsorship on WMAQ, Chicago, of *Happy Jack Turner*, who will broadcast every Thursday 10:45-11 a. m. (CT). Behel & Waldie, Chicago, is the agency with S. T. Claflin, account executive.

Something to blow about
MOST network commercials
MOST local live talent commercials
MOST local live talent sustaining
MOST listeners
MOST results
KLZ
DENVER
CBS
National Representative - The Katz Agency
Affiliated with WKY and the Oklahoma Publishing Company

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

MAY 1
IS THE DATE ON
WHICH KGKO
WILL GO ON THE
AIR - COVERING
FORT WORTH and DALLAS
WEST and NORTH TEXAS

New Hollingbery Office Is Opened in New York; Mrs. Craig Joins Blair

GEORGE P. HOLLINGBERY & Co., representative firm formed by Mr. Hollingbery after the dissolution of his association with Mrs. Jean Craig in the firm of Craig & Hollingbery [BROADCASTING, Feb. 1], has established a new office in New York and has taken over the offices of the former partnership in Chicago, Detroit and San Francisco. Hollingbery & Co. has also taken over most of the stations previously represented by the partnership. The Hollingbery list now includes WHAM, Rochester; WWJ, Detroit; WHIO, Dayton; WREN, Kansas City; WADC, Akron; KSCJ, Sioux City; WCOL, Columbus; WAAF, Chicago; WEBC, Duluth; WIOD, Miami; WBIG, Greensboro; KTSM, El Paso; WJDX, Jackson.

George Hollingbery heads the firm's Chicago office; F. E. Spencer is in charge in New York; Fred Hague in Detroit, and J. Leslie Meek in San Francisco.

Of the other Craig & Hollingbery stations, WORC, Worcester, and WDRC, Hartford, are now represented by International Radio Sales, and WOKO, Albany; WIBX, Utica, and WJAX, Jacksonville, by John Blair & Co.

Having completed her task of winding up the affairs of Craig & Hollingbery, Mrs. Jean Craig will join the New York office of John Blair & Co. The appointment is effective March 1, but Mrs. Craig will first spend a few weeks vacationing in the South.

Pepsodent Net, Spot

PEPSODENT Co., Chicago (toothpaste), on March 21 starts *Career Woman* on 5 NBC-Pacific Red stations five days a week, 1:15-1:30 p. m. (PST). Stations are KFI, KPO, KOMO, KHQ, KGW. The West Coast series supplements the *Mickey Mouse* program on NBC-Red, Sunday, 5:30-6 p. m. Pepsodent also has started a spot campaign on WNEW, New York, using daily quarter-hours in *Make Believe Ballroom*, supplementing its spot series in Rochester where a weekly man-in-drug store program is sponsored on WHAM. Lord & Thomas, Chicago, is agency.

NBC has started a shortwave series to Europe, Africa and Latin America titled *The New World Salutes the Old*. Programs featuring the customs of South and Central America are aired on W3XAL in five languages.

"IT'S GOT MOST OF THE LISTENERS...MOST OF THE TIME!"

The MILWAUKEE JOURNAL STATION WTMJ

Script Suits Dismissed

TWO SUITS for $250,000 each brought by Charles Locke, script writer, against Benton & Bowles Inc. and Floyd Gibbons have been dismissed by the appellate division of New York Supreme Court. Locke, who charged that his material as broadcast by Gibbons for Colgate-Palmolive-Peet was so altered as to damage his reputation for accuracy, was instructed by the court to serve an amended complaint within 20 days from Feb. 21. His original complaint did not set forth the exact words on which he bases his action.

Canadian Oil Discs

BRITISH AMERICAN OIL Co. Ltd., Toronto, has bought the transcription series *Adventures of Jimmy Allen* from Grow & Pitcher Agencies, Toronto, for placement five times weekly on Ontario and Western Canada stations. J. Walter Thompson Co. Ltd., Toronto office, handled the account.

AFM Ruling Appealed

ELEVEN members of the American Federation of Musicians have filed suit in New York Supreme Court to test the ruling recently passed by Local 802 which prohibits members from taking more than one job at a time after they have earned $54 per week. The federation has agreed not to enforce the resolution until the suit has been settled. After several postponements, it was to have been heard on Feb. 25 by Justice Thomas Noonan. O'Brien, Driscoll & Raftery are attorneys for the group, which consists of Don Voorhees, David Grupp, Samuel Borodkin, Harry Urbout, Charles del Staigers, Norman Weiner, Mitchell Miller, Max Manne, Harry Glantz, Sam Feinsmith and Gilbert Koener.

VICTOR YOUNG, Hollywood conductor of the CBS *Al Jolson Show*, has composed a new song, "Columbia Square," which is dedicated to the network's new Hollywood studios and executive building now being erected at Columbia Square, that city. The composition will have its CBS transcontinental premiere on April 2.

Pilot Begins Test

PILOT RADIO Corp., New York, has started a 13-week test campaign on WOV, New York, consisting of a Sunday quarter-hour program of current events, broadcast in Italian. If results are satisfactory, foreign-language stations in other cities will be used. Agency is Alvin Austin Co., N. Y.

NBC has planned eight broadcasts from the National Education Association Convention in Atlantic City Feb. 25-March 4.

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

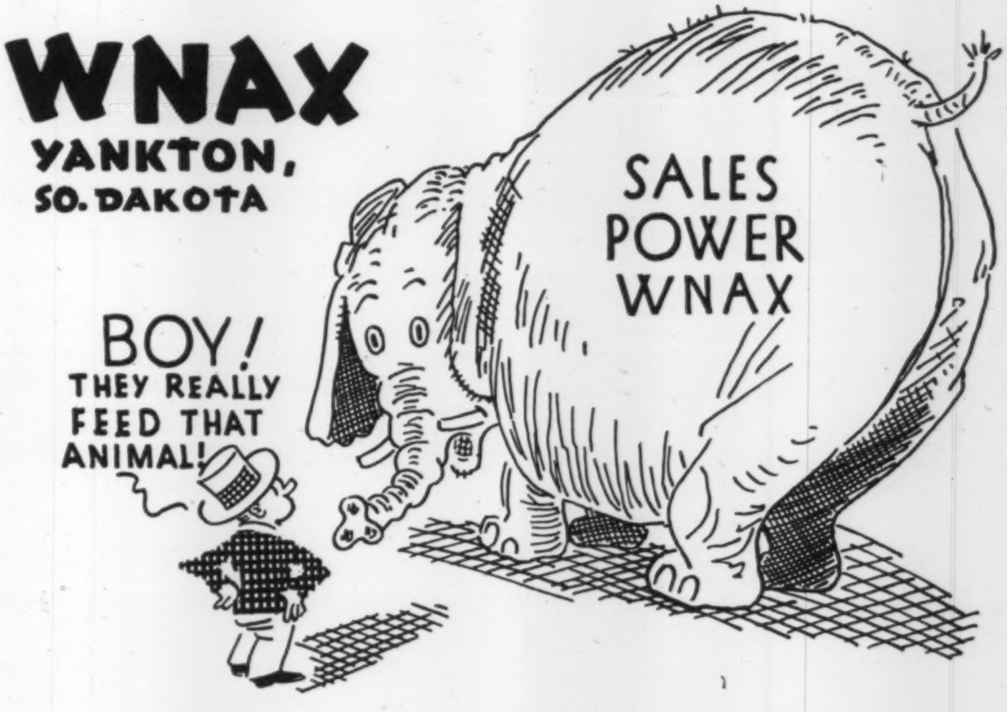
You *MUST* Use

WFBG

Altoona • Pa.

WNAX

YANKTON, SO. DAKOTA



SALES
POWER
WNAX
BOY! THEY REALLY FEED THAT ANIMAL!

WNAX has a daily listening audience of over two million people in a radius of one hundred fifty miles. City or rural—these listeners buy merchandise.

WNAX with its remarkably clear signal, 570 KC., 5000 watts, (LS), 1000 watts night covers a market over S. Dakota, N. Dakota, Iowa, Minnesota and Nebraska.

WNAX • YANKTON SO. DAKOTA

Representatives: HOWARD H. WILSON CO.
Chicago • New York • Kansas City

New WABC Feedback

WABC, New York, has installed a stabilized negative feedback in its transmitter circuits, which is said to cut the distortion of normal transmission in half. According to A. B. Chamberlain, CBS chief engineer: "A minute portion of the signal energy being fed to the antenna is diverted, altered in phase, and reintroduced into the transmitter. The energy so reintroduced is maintained at exactly 180 degrees out of phase with the original audio signal. This phase opposition set up by the small amount of rectified energy cancels out the harmonic distortion which normally exists in the broadcast signal."

RESULT$
Prove
WMC
MEMPHIS
SELLS THE
MID-SOUTH
Owned and operated by
THE COMMERCIAL APPEAL
The South's Greatest Newspaper
NBC RED NETWORK
REPRESENTED BY THE BRANHAM COMPANY

FRISCO FAIR PICKS RADIO EXECUTIVES

MEETING to consider plans for radio activities at the Golden Gate International Exposition next year, radio executives representing the major networks and independent stations of northern California recently went on record approving a non-exclusive policy under a tentative State of California sponsorship.

Ted Huggins, chairman of the Promotion Committee for the World's Fair, was appointed chairman of the Radio Advisory Committee with Fox Case of CBS; Lloyd E. Yoder of NBC; Wilbur Eickelberg of Don Lee-Mutual and representatives of independent stations yet to be selected, as members of the group.

Ralph A. Tudor, assistant executive officer of the California State Commission, met with the broadcasting executives to hear plans for radio, and stated that $400,000 had been tentatively budgeted for a combined auditorium and radio building.

Clyde M. Vandeburg, promotion director and Arthur Linkletter, radio manager for the exposition, presented the plan under which hundreds of broadcasts would emanate from Treasure Island in San Francisco Bay in 1939 as commercial, sustaining and special event shows were presented over national, regional and local outlets.

BERNARD J. ECKER, part owner of the Knox Advertising Service, Chicago, won the third prize of $25,000 in the Second Old Gold cigarette contest.

Major R. E. Zultz says—

KILL THE SALES TAX

If it takes your sales to support your advertising appropriation—turn the tables and take the tax off by letting your advertising appropriation support your sales. You can do that by using the Carolina Combination — two favorable low frequency stations sold at one low rate.

The CAROLINA COMBINATION
WIS
COLUMBIA, S. C.
5000 WATTS, NBC
WPTF
RALEIGH, N. C.
5000 WATTS, NBC
Represented by Free & Peters, Inc.

560
WIS
680
WPTF

Sold at one low rate

SIX YEARS—At the controls but never seeing the *National Barn Dance* is the record of Tommy Rowe (seated), chief engineer of WLS, Chicago. Now he can enjoy the show, for WLS has constructed this new control booth equipped with WE apparatus in its Eighth Street Theatre. Man with the script is Al Boyd, WLS producer.

Equipment

DON LEE Broadcasting System has received an FCC construction permit for a power increase of from 150 to 1,000 watts for its television station, W6XAO. Approximately 100 television receivers are located within 20 miles of the station.

GENERAL RADIO Co., Cambridge, Mass., is marketing a new frequency limit monitor, type 775-A, for high frequency bands.

GATES RADIO & SUPPLY Co., Quincy, Ill., announces its "receiving remote", a complete remote control amplifier for use with velocity, dynamic or crystal microphones and containing a small receiver with midget loud speaker for use in taking cues. Operation is by means of a single switch key which changes from radio to remote amplifier. The firm has published three new catalogues on its equipment.

NEW DIRECTIONAL rhombic antenna beamed on Capetown, South Africa, has been installed by W1XK, Boston, Westinghouse Electric Co. shortwave station on 9570 kc. Four 60-foot poles arranged in the form of a diamond 205 feet on each side comprise the antenna which will be used from 6 a. m. to 5 p. m. EST.

RCA has granted a non-exclusive license extending to various commercial apparatus for use on ships and aircraft and by governments to Heintz & Kaufman Ltd. of San Francisco. Agreement terminates patent litigation pending between the parties.

KFRU
●
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri
●

Westinghouse to Move To Baltimore on May 1; Bucher Named President

GEORGE H. BUCHER, who joined Westinghouse E. & M. Co. in 1909 as an assembly worker in its Pittsburgh plant and rose to be executive vice-president, on Feb. 23 was elected president of the company at a meeting of the board of directors. He succeeds Frank A. Merrick, president since 1929, who becomes vice-chairman under A. W. Robertson, chairman of the board. The directors also elected Paul J. Myler, president of Canadian Westinghouse, a director of the parent concern.

Mr. Bucher for several years has had direct supervision over the broadcasting and radio manufacturing activities of Westinghouse, now centered in Chicopee Falls, Mass. and superintended by Walter C. Evans. Mr. Evans is now in Cairo, Egypt, attending the International Telecommunications Conference, and his broadcast work—which includes supervision of the Westinghouse stations KDKA, WBZ-WBZA, KYW and WOWO-WGL, along with shortwave adjuncts—is being handled by S. D. Gregory.

Under Mr. Bucher's direction, the radio plant of Westinghouse is now preparing to move to Baltimore, where the company last December acquired the old plant of the Miller Safe Co. at Wilkins Ave. and St. Catherine St. It is expected the move from Chicopee Falls, which will include the moving of at least 65 families whose heads are employed in radio work and which will also include Messrs. Evans and Gregory and their families, will be completed shortly after May 1.

Santa Fe Special

ATCHISON, Topeka & Santa Fe RR, Chicago (travel), to announce inauguration of a second semiweekly streamlined train service between Chicago and Los Angeles, sponsored a total of 84 spot announcements on four Southern California stations (KFI, KNX, KHJ, KFWB), from Feb. 16 to 20 inclusive. With inauguration of the service on Feb. 22 a special half hour Mutual transcontinental program dramatizing the history of the company and transportation, with Walter Houston, commentator, was broadcast from Los Angeles at 3 p. m. (PST). This was preceded by a similar sponsored program on 12 California Don Lee network stations from 1-1:30 p. m. (PST). The Don Lee program was recorded and repeated later that day on KFWB, Hollywood. Station also remoted a half hour program from the Santa Fe station that evening. Stack-Goble Adv. Agency, Chicago, has the account.

Rice Drive on Coast

STANDARD RICE Co., Houston, packers and distributors of White House Rice, is conducting a four-week campaign on KNX, Hollywood, having started Feb. 14, Monday through Saturday, daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs. Rogers-Gano Adv. Agency Inc., Houston, Tex., has the account.

Studio Notes

TALENT staff of WDOD, Chattanooga, has been augmented to 45 members with the addition of a local union dance band—engaged for two hours of sustaining shows each day. It will also be used on the stage of the WDOD Radio Theatre in downtown Chattanooga for week-end presentations. Band is directed by Earl VanArsdale.

HARRY MARTIN Enterprises, new Chicago feature news firm, has sold its *Oddities in the News* to CJJR, Winnipeg, Can. and WFDF, Flint, Mich., and its *Behind the Headlines* series to WFBR, Baltimore, and KSO, Des Moines. Every listener sending in an acceptable oddity idea usable on the *Oddities in the News* program is paid $1.

FULTON LEWIS, Washington commentator over WOL, and MBS, has been offered to stations of that network for local commercial sponsorship He broadcasts 7 to 7:15 p. m., daily over 26 MBS stations.

WHK, Cleveland, on Feb. 23 started a shortwave adjunct W8XNT which carries a regular schedule of WHK programs on 38.6 mc., using 50 watts. While designed for local coverage, according to E. L. Gove, technical supervisor of UBC, the signal has been heard in Arizona. The high-frequency station is on the air from noon to midnight every Wednesday.

A NEW sports program, *Weekly American Sports Review*, started Feb. 25 on W3XAL, NBC's shortwave station, to keep Central America listeners up to date on U. S. sports. Esteban Balleste, who has been covering fights for NBC's Latin American audience since last fall, is broadcasting new program series, in Spanish.

NINETY students are enrolled in radio school classes at Drake University, Des Moines, Ia. Courses include radio speech, writing, dramatics, program production, radio advertising, education by radio, general course for broadcasters, radio music and television.

WBBM, Chicago, in cooperation with International News Service and United Press is presenting a farm news roundup 6:45-7 a. m. daily except Sunday. The broadcasts include bulletins from Washington; livestock, grain and other markets; and general news items from the INS and UP bureaus in Illinois, Wisconsin, Iowa, Indiana, and Michigan. They are edited by John Gray, formerly with WSUI at the University of Iowa, under the supervision of the WBBM news editor, J. Oren Weaver.

IN BIRMINGHAM
It's
WSGN

Birmingham "home folks" keep their dials tuned steadily to WSGN. Low cost coverage of the rich Birmingham market makes it "Alabama's best radio buy" for the advertiser!

WSGN

The News
Age-Herald
Station
Birmingham
1310 KC.

Affiliated With
NBC BLUE NETWORK

Man and Mice

ROBERT CLEMENS, KEHE, Los Angeles, commentator, has taken his weekly *Hollywood Scrapbook* program on a transcontinental jaunt in an effort to work his way to New York, hoping to arrive there while the stage play, *Of Mice and Men*, is still a leading attraction—and win a cigar. Clemens left Los Angeles on Feb. 15 following his KEHE broadcast. He is traveling by auto, but baggageless and moneyless, and acting as Hollywood commentator-at-large. He plans to pay for the trip by booking himself in theaters in towns and cities from which he broadcasts between the West Coast and New York. Hearst stations across country will also cooperate in releasing his regular Tuesday night program. Trip was taken on a dare, when Clemens wagered a friend, who thought the stage production too morbid for continued success, that it would remain a leading attraction for at least six months more.

REBUILDING of the WCAE studios in the William Penn Hotel, Pittsburgh, was completed in February. Studios were covered with the latest accoustical material with at least a dozen windows blocked out to make the quarters as noise-proof as possible.

SO convincing was a wedding staged during the *Jewish Women's Hour* on WBNX, New York, that 208 congratulatory telegrams and 1,600 letters were received. A nearby hotel even offered the bridal suite for one week with all expenses paid.

SERIES titled *Cavalcade of Progress* featuring half-hour broadcasts of Philadelphia industries five nights weekly will soon begin on WFIL, that city. Sponsored by a different firm each evening at approximately $500 per broadcast, the series will run for a year.

LEGAL reform is the topic matter of a series on KMOX, St. Louis, called *Court Comments* featuring talks by prominent lawyers and jurists.

WHK-WCLE, Cleveland, records programs originating in Mutual's New York studios for later transmission when it is unable to carry the programs at the time they are broadcast. The *Voice of Experience* and *Sunday Matinees* have been presented in this manner.

KNOW, Austin, Tex., has started a series of broadcasts by the Texas State Police. Actual cases from the files of the department will be dramatized, as well as educational features by motorists, truck, bus and cab operators, and city policemen.

POWER!
10,000
10,000
10,000
10,000
10,000
KTHS
Serving Arkansas from Hot Springs
CLEAR CHANNEL
GENE FURGASON & CO.
Representatives

CANADIAN Broadcasting Corp. has been running a series of talks for the staffs of its national and sustaining networks twice a week on Tuesdays and Fridays since Dec. 1, and will continue the series until about April 30. The talks include all aspects of broadcasting and are designed to acquaint staff members of the publicly and privately-owned stations with latest developments in each field of the art from program designing through engineering to commercial broadcasting. Among the commercial subjects handled to date have been a talk by Frank H. Elphicke, CJCA, Edmonton, a director of the Canadian Association of Broadcasters, who spoke on "Merchandising the Commercial Program", and one by F. W. Savignat, of the CBC Ottawa staff, on "Libel and Slander in Canadian Radio".

DALLAS Academy of Speech & Drama has started intermediate and advanced courses in continuity, sound effects and announcing under direction of Alton Cocke.

FINALS and semi-finals of the National A. A. U. basketball tournament to be played in Denver, March 18-19, will be broadcast on MBS from 11:15 p. m. to midnight (EST) each night. With college and professional teams from 36 states entered, the tournament is called the "World's Series" of basketball. Bill Welch, KFEL sports announcer, will describe the play for Mutual listeners, with Joe Meyers giving the background color.

IN CONJUNCTION with its daily afternoon program called *Aladdin's Kitchen*, WJSV, Washington, has started talks on child care by various members of the Childrens' Bureau of the U. S. Department of Labor.

WOW, Omaha, recently held a *Candid Camera* night in its studios and by tying-in the program with the local Eastman Kodak stores received 3,000 pictures which it will use for promotion.

WMCA, New York, on Feb. 20 started a series of comedy script shows, *Elmer & Axol*, New York State farmers. The characters are played by Charles Perkins and Eddie Bisner.

TITLED *Fashions for Spring*, a diversified style show for women is broadcast weekly on KLZ, Denver.

RAILROAD series on WHEC, Rochester, N. Y., includes interviews with trainmen and broadcasts from the train dispatcher's office, Traveler's Aid desk and the station waiting room.

MEMBERS of the staff of WIP, Philadelphia, are sponsoring and financing the boxing bouts of Eugene Bookard, WIP page boy and flyweight champion. He is managed by "Stoney" McLinn, director of WIP sportcasts.

"Those WHB Announcers Can Sell Me ANYTHING!"

WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—
DON DAVIS, President, KANSAS CITY, MISSOURI

NEWS COVERAGE
means
STATION COVERAGE!

THIRTY-THREE STATES, CANADA AND MEXICO sent 16,296 letters of appreciation to the KVOO News Bureau when it celebrated its Fifth Anniversary and gave its six-thousandth DAYTIME news broadcast on November 20, 1937. Of the total, 15,788 letters were from Oklahoma, Kansas, Missouri, Arkansas and Texas, *proving the KVOO coverage area, county by county and town by town.* Writers gave sex, occupation and news listening habits. This information has been broken down into one of the most illuminating analyses of a Daytime News Audience ever compiled! Available at your request. ***The Most Powerful Station between St. Louis, Dallas and Denver***

N. B. C.
EDWARD PETRY AND CO., Inc.
Representatives

KVOO
TULSA
THE VOICE OF OKLAHOMA

DENVER
800 MI.
ST. LOUIS
560 MI.
KVOO
TULSA
660 MI.
DALLAS

Vital Changes Seen in FCC Control

Networks Likely to Be Most Affected by New Rules

(*Continued from page 11*)

pendent upon clear channel stations are deprived of service.

Thus, on this subject alone, there appears to be a serious conflict impending. The proposed new regulations, to be consistent with the Havana treaty, must specify that on Class 1-A channels a *minimum* power of 50,000 watts will be required. Existing rules specify a *maximum* power of 50,000 watts on clear channels. With the proposed new minimum, the barrier would be lifted for possible use of superpower. Commissioner Craven has insisted that more data on the social and economic aspects of superpower are essential before proper judgment can be reached on this burning issue.

There was talk about placing reservations in the treaty, shortly to be submitted by the State Department to the Senate for ratification, to insure against superpower and what certain interests appeared to believe would be a dangerous overabundance of clear channels. That thought now appears to have dissipated. Instead the fight will be waged before the FCC, which has given assurances of free and open hearings, rather than run the danger of international complications which might result from any Senate fight on the treaty.

Networks Cooperative

Insofar as network regulation is concerned, the reaction of the networks to the oratorical onslaughts of Messrs. Wheeler and McNinch is that they have never interfered with any proposals for study of their station holdings, their relationships with affiliates or other activities, and that if the Commission feels such a study should be undertaken, they will naturally respond with full evidence covering their activities.

With respect to the question of alleged monopoly in the network field, Harry C. Butcher of CBS on Feb. 23 said that his company would welcome the inquiry by the FCC into the existing competitive situation. He said that "an inquiry would show how the steady development of CBS as a coast to coast network had prevented what could have become a network monopoly. Since its start from scratch in 1927, CBS has grown to a network of 114 stations, of which only nine are licensed to CBS and the remainder have voluntarily associated themselves for program service. The competition has been the life of the industry. It has benefitted radio and most of all the public."

No statement was forthcoming from NBC. The network's form of contract, however, has been before the Commission for some two years. Mutual contracts do not cover guaranteed clearance of time as such, since the organization is a cooperative one with the affiliated stations sharing operating costs.

Within the FCC, however, the thought seems to transcend contracts and network ownership of stations. It is known that conversation has tended toward the responsibility of networks on program material which they originate and over which the stations have no control. The Mae West incident, which now apparently is viewed generally as a tempest in a teapot, nevertheless directed attention to this, mainly because of the threat in the Commission's letter holding that affiliated stations might be held accountable for any other complaints on programs over their facilities, whatever the point of origin.

Yet another network activity that has been given attention in official circles, is that of sponsored commentator programs. Commentators such as Boake Carter and William J. Cameron, of Ford Motor Co., have gotten under the skins of many of those in public life, with the result that cognizance is being taken in FCC quarters of the possibility of invoking rules which would prevent "sponsored editorials" from being aired. Because this subject is fraught with censorship implications, it is being handled gingerly and hasn't passed beyond the conversational stage.

Revision of Contracts

Even more remote in the network sphere is the Wheeler-proposed thought that networks might best render service by serving all stations on a catch-as-catch-can basis, rather than having exclusive outlets in particular markets. This, however, is scarcely a possibility, since networks as such are not government-licensed and could not be required to conduct their businesses in such fashion as private entities.

Meanwhile, it is understood that CBS, for one, is working on a revised form of contract which was undertaken some months ago—even before the McNinch declaration in favor of an inquiry. CBS officials are said to be thinking along the line of adding a contract proviso whereby stations would be given the right to cancel any network commercial programs for programs of outstanding public importance. Present CBS contracts, it is understood, do not contain such a proviso.

Whether any other provisions of the standard CBS contract would be changed is not yet known. The basic provision relating to clearance of time by affiliates on 28 days' notice has been talked about rather generally by affiliates. CBS has taken the view that it should not be required to give stations the right to cancel commercials simply to clear time for other commercials, whether local, national spot or those of some other network. But it apparently is leaning toward the view that it should allow cancellation of its programs for those of outstanding public importance, and where there would not be substitution for some other commercial.

NBC contracts were revised some two years ago, providing for guaranteed clearance of time during certain hours. These, however, differ basically from the general CBS contract in that certain daytime and evening hours are exempted from the guaranteed optional time, thus leaving the affiliates desirable hours for programs other than those originated by NBC.

The scare of rate regulation, provoked by Chairman McNinch when he assumed office last October, has subsided. The Chairman has not yet stated he does not regard radio as a public utility, but he has intimated that he felt it was not a common carrier directly comparable with transportation, power and the like.

Introduction of uniform methods of accounting for broadcast stations, also predicted by Mr. McNinch in his NAB speech, and likewise advocated by Commissioner Craven in his lengthy report on social and economic aspects of broadcasting [BROADCASTING, Feb. 1] has not helped to ameliorate the rate regulation fear, despite assurances that it is not a forerunner to regulation.

Here again hearings must be held. Within a few weeks [see story in accompanying columns] the Commission is expected to announce its proposed uniform accounting system form. Then it will schedule hearings. Better accounting methods admittedly are desirable, but full disclosures by stations of figures on their operations naturally will be opposed unless assurances are given that such data will not be thrown open to competitors and to Tom, Dick and Harry.

Inside the Commission

Within the FCC itself, all is not serene. The new form of FCC operation, under which all commissioners act on all matters of importance as distinguished from the delegation of authority to three separate divisions, has tended to slow up procedure. There has been complaint about failure to act on many important cases. And all members, of course, do not see eye-to-eye. No set factions exist

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Uniform Accounting System For Stations Studied by FCC

Data Probably Would Be Used in Connection With General Problems of Broadcast Regulation

STEPS toward introduction of a uniform system of accounting for broadcast stations are being taken by the FCC Accounting Department, and the rough plan may be announced within the next few weeks. Mention of the necessity or desirability of such a system was made by Chairman Frank R. McNinch, of the FCC, in his address Feb. 15 before the NAB annual convention.

[BROADCASTING on page 18 of its issue of Dec. 15, 1937, published a full-page article on the steps being taken toward institution of such a system.]

As was indicated in this article, Chairman McNinch informed the NAB convention that the Commission would not adopt such a system without first giving broadcasters the opportunity to consider the proposed system and inviting criticisms, presumably at a general hearing. Mr. McNinch said: "The system ultimately adopted must be thorough and comprehensive—comparable to the uniform systems of accounting adopted for the regulation of other industries."

That there is no indication, and in fact, no legal basis, upon which to use such figures for fixing rates of stations, now is freely admitted. Whereas there was such thought expressed on the part of Chairman McNinch when he assumed the helm of the FCC last October, he has never reiterated it. As a matter of fact, he has conceded that broadcasting is a "peculiar" or special type of utility and not a common carrier. Rate regulation is resorted to only in such latter classifications.

Presumably, the FCC will use the data procured through a uniform accounting system in its general regulation of the broadcasting industry. As a matter of fact, Commissioner T. A. M. Craven advocated adoption of uniform accounting methods in his comprehensive report released last month on social and economic aspects of broadcasting. In the report, however, he emphasized there was no thought of rate regulation.

How soon the FCC will release its first draft of the proposed system of accounting is not yet certain. It is now engrossed in a telegraph rate hearing which is likely to run through the first week of March. And then it will have to review the recommendations of its accounting department, headed by Chief Accountant W. J. Norfleet, before it can make any formal proposal.

That the Commission is preparing for such a release, however, has been indicated by the fact that an FCC accountant recently sent on the road reviewed the books of at least one station which has pending an application for assignment of its license. Whether the FCC plans to make audits of the books of all stations in the process of seeking transfers through sales has not yet been established as a matter of policy, but the trend seems to be in that direction.

but there are plenty of indications they will develop.

There is still under-the-surface conversation about impending changes in personnel. Chairman McNinch indicated such a course when he first assumed office. Three positions, those of directors of the three divisions, were abolished. Since then, however, the personnel structure has remained largely status quo.

Civil service rules, it is declared, have tended to block the kind of shifts in personnel desired by the chairman and possibly by a majority of his colleagues. Despite this, the conclusion apparently has been reached that internal changes in assignments, without the release of personnel, may be necessary to effect desired changes in handling of matters, notably in the law and examining departments. Several such changes within the next few weeks would not be surprising.

The mooted "two-year rule", prohibiting attorneys of the FCC staff from engaging in private practice before it until two years following their resignations, may be changed in the new rules. Unparalleled in Government service, this rule has provoked stinging criticism. Many lawyers have advanced the theory that ordinary rules of ethics should govern, and that attorneys leaving the FCC would be honor-bound not to appear before that agency in any case pending at the time they were with the Government.

Should this rule be repealed, then it is expected that several attorneys, long chafing to get into private practice, would promptly resign. If that happened, the FCC high command would be in a position to infuse into the organization the new blood which it feels is sorely needed.

Test for Quickies

ASSOCIATED Distributors, Chicago, maker of Tattoo lipstick, has started a test on WMBD, Peoria, Ill., for a new cleansing pad to remove makeup. One-minute discs are broadcast six days a week. Results of the test will be known about mid-March, according to Frank L. Engel, vice-president of Phelps-Engel-Phelps, Chicago agency placing the account. If successful, other stations will be used to open markets. Columbia Transcription Service, Chicago, cut the discs.

Full-O-Pep on WLS

QUAKER OATS Co., Chicago (Full-O-Pep egg mash) has placed a portion of its radio business with Benton & Bowles—Chicago. A half-hour show titled *Man on the Farm*, in which an announcer interviews farmers direct from the farm, has been started on WLS, Chicago. If the test proves successful, similar programs will be started on 10 or 12 rural stations, according to Edward Aleshire, vice-president and radio director of the agency.

GROSS billings of MBS in 1937, originally reported as $2,226,630, actually were $2,239,076, the network announced Feb. 16. The difference is accounted for by an omission of $35,000 from the SSS Co. and overcharge of $22,000 from Wander Co.

QUEEN—Of the Radio Party at the recent Havana meeting of the International Radio Club was Miss Vera Cruz representing WELI, New Haven, Conn. Runner-up was Mary Jane Dodd representative of WCFL, Chicago. Miss Dodd has been selected by Jack Rice, president of the IRC, to be the Club's "Ambassadress of Good Will" next summer at its ninth annual party in Halifax, N. S.

Radio-Movie Benefit

THE National Conference of Jews and Christians, New York, in cooperation with NBC and the motion picture industry on Feb. 22 presented the first of a series of 13 historical dramas aimed at the eradication of racial barriers. The program, titled *On the Way to Yorktown*, originated from Hollywood on the NBC-Blue network, 7-7:30 p. m. (PST), with all talent working gratis. It was produced by Jack Runyon, assistant manager of Lord & Thomas, Hollywood, and Robert Redd, NBC writer-producer. The script was from a story by Rupert Hughes, who participated as narrator. Story was based on an incident in American history when Haym Salomon came to the financial aid of George Washington's army. The half-hour drama cast included Edward Arnold, Conrad Nagel, George Jessel, Basil Rathbone, George Barbier, Johnny Gibson, Lee Millar, Bill Royle, John Mathers and John Carradine. Incidental music was by Frank Hodek's NBC orchestra, with Don Wilson as announcer.

EARNERS!
SPENDERS!

- Consistently active industries keep money flowing freely in the territory covered by WAIR. Tap this rich, receptive market through the sales power of—

WAIR

Winston-Salem, North Carolina
National Representatives
Bryant, Griffith & Brunson

Hettinger and Neff Write Radio Book

TITLED *Practical Radio Advertising*, a comprehensive study of the industry has been published by co-authors Dr. Herman S. Hettinger, assistant professor of marketing of Wharton School, University of Pennsylvania, and well-known radio economist and Walter J. Neff, former sales manager of WOR, Newark, now president of Neff-Rogow advertising agency, New York (Prentice-Hall, New York, $5).

The purpose and scope of radio advertising are clearly defined. Middlemen and the service organizations forming the basic structure of air advertising are described and analyzed. In the section dealing with plans for radio campaigns, an important chapter is "Keeping the Listener in Mind." From many listener surveys the authors have drawn a composite picture of the "average American listener," suggesting a new perspective of his tastes, buying power and program preferences.

Also significant is the section discussing the execution of radio campaigns. The writing of commercial copy and merchandising the programs are given detailed treatment. Of importance is the chapter in this section which lists the best methods of checking program response and listener interest.

To complete the study, retail and foreign radio advertising are analyzed. A lay explanation of the technical phases of radio and the impending developments in advertising by television is included.

THEM
HILLS
ARE
PURTY,
BUT—

If you like beautiful scenery, you'd enjoy the views down around our Kentucky hills. But you wouldn't get rich with a sales kit down there because there aren't many sales to make! . . . The WAVE listening area (which doesn't extend that far) contains *twice* the number of income-tax payers found in the remaining 93 Kentucky counties. . . . also 67% more wired homes, and 59% more passenger cars! Use WAVE and get *Louisville*, without waste—and at less cost! . . . An N. B. C. Outlet.

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WOKO
ALBANY, N.Y.

. . . Announces that, effective March 1, its national representative is John Blair and Company, with principal offices in New York City, Chicago, Detroit, San Francisco and Los Angeles.

☆

WOKO—In the Heart of "The State that Has Everything"

☆

HAROLD E. SMITH, *General Manager*

STATION WOKO ALBANY, N. Y.

Magazine Awards

IREENE WICKER, Kellogg's *Singing Lady* received one of the two awards made this year by *Parent's Magazine* for her "consistently fine radio program." Presentation was made on Feb. 17, during the *Singing Lady's* regular broadcast period but over a special coast-to-coast NBC network. Other award, to U. S. Surgeon General Thomas Parran for "his courageous campaign to stamp out venereal diseases," was made at the same time.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
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Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
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Washington, D. C. Evanston, Ill.
District 8456 University 1419

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

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Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
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Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

DONNELLEY
MONITORING SERVICE
Frequency Measurements
Donnelley and Sheridan Rds.
Lake Bluff, Ill. • Lake Bluff 546

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Canadian House Passes ASCAP Listing Measure

THE Canadian Performing Rights Society must publish a list of the 2,000,000 numbers on which it claims to hold copyright, according to the terms of the Esling bill passed in the House of Commons of the Canadian Parliament at Ottawa Feb. 22. In addition the CPRS may no longer collect copyright fees from small businesses such as restaurants and hotels for musical numbers played by radios or phonographs.

The CPRS was stated by D. A. McNiven, liberal member for Regina, to be "a monopoly which has incurred the antagonism of countless people all across Canada." Another member called the CPRS a racket, and a third doubted if the society actually owned the copyrights it claimed to own. Broadcasting stations, it was pointed out, paid regular fees for use of the music and it was unnecessary for small businessmen to be assessed again.

Secretary of State F. Rinfret accepted the bill for the government, agreeing the point at which copyright fees should be collected was at the broadcasting end. The society would collect $83,081 this year from broadcasting stations.

The bill was originally introduced in 1936 and again in 1937, getting nowhere. It now goes to the Senate.

Too Late to Classify

Situations Wanted

Announcer, licensed operator, some experience, desires position in middle west. Can copy trans-radio news. Voice recording. Box 913, BROADCASTING.

Announcer, licensed operator with six years experience, chiefly announcing, desires position with progressive station. Available immediately. Box 914, BROADCASTING.

For Sale—Equipment

1000 Watt Western Electric D-87737 radio transmitter, (Western Electric 6-B equivalent), with vacuum tubes and spare armatures for all generators. Price $1,800. Box 915, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman. Must have ability to create programs and sell, for small station in East. Opportunity of becoming sales manager. State experience, age and references. Address Box 901, BROADCASTING.

Situations Wanted

Results guaranteed! With telegraph and telephone first licenses. Experience. Training. Press. Ambitious. Box 906, BROADCASTING.

Broadcast engineer, six years experience. Can announce. Age 25, married. Available immediately, go anywhere. Excellent references. Box 909, BROADCASTING.

Young married man wishes permanent position with opportunity for advancement. First class phone license, good training, technical and television experience. Box 904, BROADCASTING.

Announcer at liberty. Five years experience in all branches, commercial, sports, special events, etc. also continuity, news editing, production. Excellent references. Box 905, BROADCASTING.

Experienced Executive, now with progressive local station, seeks advancement. Can direct sales, production. Also specialize sport announcing. Minimum salary $300 per month. Box 902, BROADCASTING.

Experienced radio business producer now employed desires conference with owner of a broadcasting station who wishes profitable management and increased business. Box 910, BROADCASTING.

Sports and special events announcer, long time with midwest station, wants change to eastern city. Also fully experienced as commercial announcer, copy-writer, and in servicing commercial accounts. Box 903, BROADCASTING.

Radio station manager, completely experienced in entire operation of station. Have operated important outlet in major city. Details furnished. Sales, operation and general management. Box 886, BROADCASTING.

Situations Wanted (Con'td.)

Station owners: Hustling, progressive management of your station can make you money. Let me build your station into a real money maker. Experienced in every phase of broadcasting. Will manage under contract, percentage, or any mutually satisfactory arrangement. Box 907, BROADCASTING.

STATION OWNERS! If your station is not paying the dividends it should, why not lease it to two men with the executive ability and radio advertising experience that can GUARANTEE you a good return on your investment. A number one references. Or will buy if proposition is good. Address Box 908, BROADCASTING.

Wanted to Buy

100 or 250 watt transmitter. State lowest cash price. Box 911, BROADCASTING.

For Sale

All or part local station. Opportunity manager with investment. Box 912, BROADCASTING.

FOR SALE—13-Tube High Fidelity All Wave Radio Receiver with perfectly matched 16-inch turn table in beautiful walnut cabinet to audition 33⅓ lateral transcriptions. The model 51 D Webster pickup arm is of 45,000 ohm impedance. Priced to sell quickly. $125 complete.

Box 900, BROADCASTING

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Quick Economical Results for CLASSIFIED ADVERTISERS
Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.
BROADCASTING
Broadcast Advertising
National Press Bldg.
Washington, D. C.

the CONTROL ROOM

W. O. CONRAD, NBC Chicago engineer and operator of amateur station W9WC at Elmhurst, Ill., who was relieved of active duty at the NBC-Chicago studios during the Ohio River flood in January, 1937, to handle emergency messages concerning the flood and relief work in the Ohio River Valley, has been given one of the annual public service award certificates of the American Radio Relay League.

EUGENE PACK, chief engineer of KSL, Salt Lake City, recently addressed the Utah meeting of the American Institute of Electrical Engineers on shortwave broadcasting.

C. V. DAVEY, chief engineer at KQW, San Jose, and Peggy Matteson, of that city, were married the day after Christmas, and kept it a secret until recently.

ROBERT TAYLOR, formerly radio division chief engineer of the Los Angeles County Sheriff's office, has joined the technical department of KMTR, Hollywood.

MURRAY STEPHENSON, chief engineer of 2GB and 2UE, Sydney, Australia, arrived in Los Angeles on Feb. 20 on the *Monterey* for a technical study tour of U. S. stations and recording studios.

BOB CLARK, KFVD, Los Angeles, technician, has taken over the announcing duties of Lewis Stearns who resigned to devote his time to singing.

GEORGE GODFREY, technical director of the May Robson transcriptions serial *Lady of Millions*, being produced by Associated Cinema Studio, Hollywood, was expected to return to his duties on March 1 after a three-week illness.

D. A. WELLER, chief enginer of WISN, Milwaukee, who has been speaking before various organizations in and around Milwaukee in recent months, talked on "Studio Technique" Feb. 18 before the speech class of Shorewood High School, Milwaukee.

WGH Extends Pickups

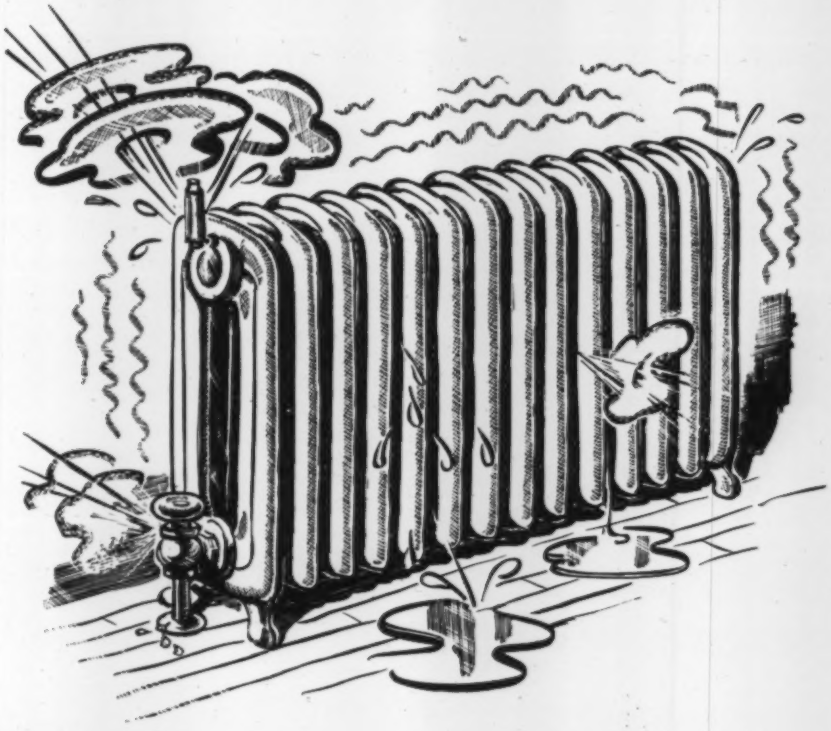
WGH, Newport News, Va., is rebroadcasting programs of WHK-WCLE, Cleveland, which are being fed to Mutual, according to an announcement by H. K. Carpenter, vice-president of the Cleveland stations. WGH, principal owner of which is James W. Baldwin, former NAB managing director, has been rebroadcasting Mutual programs originating at WOR and WLW for some time and now has added the Cleveland rebroadcasting. Programs are picked up on a precision receiver and fed to the transmitter.

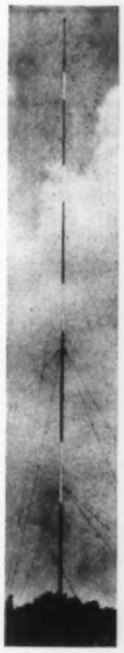
New Canadian Station

KENORA Broadcasting Co., Kenora, Ont., has been given permission by the radio branch of the Canadian Department of Transport and the CBC to open a new 100-watt station there, operating on 1420 kc. No call letters have been assigned, R. W. Starratt, Kenora, air transport operator, is one of the directors of the new company.

A CENTRAL radio tower will be erected as the Swiss National Exhibition in Zurich next year, with tentatives plans including the broadcasting of television as well as audible programs.

Radiator Efficiency?





Hot water and hot air have a lot to do with the efficiency of your "radiators" at home . . . but *only* FACTS can prove the efficiency of broadcast transmission radiators.

If you are contemplating a new antenna installation, you will be interested in the startling facts which *prove* Lingo Vertical Tubular Steel Radiators give a *new performance value never before attained by any antenna!*

Actual field and working tests made by our well-known consultant-engineer Paul F. Godley, comparing the Lingo Tube Radiator against that of a conventional type, prove that Lingo Tube Radiators give over TWICE the ordinary performance value.

***Get the facts in writing today!* Let us show and prove to you that Lingo Tube Radiators give an optimum performance within 3% of 100% efficiency! Let us explain how savings up to one-half have been effected by our single responsibility of constructing and erecting. Learn how our *forty* years of experience and reliability . . . and our exclusive *five-year guarantee* protect your investment.**

Our interesting brochure, "New Standards for Vertical Radiators," will be gladly sent on request. It tells the complete story of how Lingo Tube Radiators can answer your problem by giving maximum efficiency at a minimum of cost.

JOHN E. LINGO & SON, INC. *Est. 1897* **CAMDEN, NEW JERSEY**

LINGO VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 16 TO FEBRUARY 25, INCLUSIVE

Decisions . . .

FEBRUARY 17

MISCELLANEOUS — WFIL, Philadelphia, granted extension temp. auth. 1 kw N; NEW, Pawtucket Bcstg. Co., Pawtucket, R. I., granted auth. take depositions; NEW, Anne Jay Levine, Palm Springs, Cal., denied pet. withdraw applic. without prejudice.

FEBRUARY 18

ORAL ARGUMENT GRANTED—(I-407) Juan Piza, San Juan, P. R.; (I-435) W. Tex. Bcstg Co., and four other Texas cases; (I-509), Louisville Times Co. and Louisville Bcstg Co., Louisville, all continued to 3-3-38; on (I-510), Southwest Bcstg. Co. and W. P. Stewart, Prescott, Ariz.; (I-513) Standiford, Coburn and Sidner, Fremont, Neb.; (I-517), Standard Life Ins. Co., Jackson, Miss.; (I-518), Arthur Lucas, Savannah; (I-522), WFNC, Fayetteville, N. C. and Capitol Bcstg. Co., Raleigh; (I-524), KQV, Bcstg. Co., Pittsburgh and WSMK, Dayton; (I-525), WBZA, Springfield, Mass. and WDEV, Waterbury, Vt., all continued to 3-4-38. On 4-7-38, KVEC, San Luis Obispo, Cal.; NEW, Burl Vance Hedrick, Salisbury, N. C.; KGAR, Tucson, Ariz.; NEW, L. L. Coryell & Son, Lincoln, Neb.; KFOR, Lincoln, Neb.; KCMO, Kansas City.

MISCELLANEOUS—WSAN, Allentown, Pa., granted pet. take depositions; WCAO, Baltimore, granted extension temp. auth. 1 kw.

MISCELLANEOUS—KPAC, Port Arthur, Tex., denied 60-day continuance hearing applic. CP move trans. site, granted pet. withdraw applic. without prejudice.

FEBRUARY 19

NEW, Harwell V. Shepard, Denton, Tex.—Granted CP 1420 kc 100 w D.

WBAX, Wilkes-Barre—Granted mod. license to 1210 kc 100 w unl.

NEW, Food Terminal Bcstg. Co., Cleveland—Denied CP 1500 kc 100 w D.

NEW, Cache Valley Bcstg. Co., Logan, Utah—Granted CP 1200 kc 100 w unl.

WMAZ, Macon, Ga.—Granted CP increase D to 5 kw.

WJBW, New Orleans—Granted renewal license.

MISCELLANEOUS—WFRB, Baltimore, denied continuance hearing applic. WLAP; WHEC, WSAY, Rochester, N. Y., granted pet. intervene in applic. of Edw. J. Doyle, Rochester; WEVD-WFAB, New York, granted joint motion amend deposition in re applic. WFAB for vol. assignment to Debs Memorial Radio Fund; WPRO, Providence, R. I., granted pet. intervene applic. of Pawtucket Bcstg. Co. for new station 1390 kc, 1 kw unl.; WPAX, Thomasville, Ga., granted auth. take depositions CP 1210 kc, 100 w 250 D unl., hearing 3-9-38; WBCM, Bay City, Mich., granted pet. dismiss applic. without prej. for mod. license 500 w to 1 kw.

FEBRUARY 21

WIND, Gary, Ind.—Granted exp. auth. facsimile.

NEW, W. G. H. Finch, New York—Granted extension facsimile.

WGN, Chicago—Granted extension facsimile.

SET FOR HEARING — WSAN, Allentown, Pa., mod. license to 1 kw N & D; NEW, Anchorage Radio Club, Anchorage, Alaska, CP experimental station; NEW, Juan Piza, San Juan, P. R., CP experimental station; KSFO, San Francisco, mod. license N to 5 kw (en banc); Sellers Inc., Dallas, auth. furnish programs to XELO, XEPN, XERA by express, mail and personal delivery; W9XD, W9XAF, W9XAG, Milwaukee, renewal television and facsimile licenses; KMED, Medford, Ore., CP in docket amended 1410 to 1320 kc, increase to 1 kw N & D.

MISCELLANEOUS — KMED, Medford, Ore., denied pet. hold applic. in files indefinitely; NEW, Colonial Network, Providence, denied pet. supplement record; WMEX, Boston, granted waiver Rule 106.28 to receive exceptions Ex. Rep. I-560; WLW, Cincinnati, denied review of action taken by a Commissioner under Par. 4 of Order 28 on applic. extend experimental auth.

MISCELLANEOUS—WMBG, Richmond, Va., granted request take dep. applic. 1350 kc, 1 kw unl; NEW, Roberts-MacNab Co., Livingston, Mont., granted auth. take depositions; NEW, Great Western Bcstg. Co., Omaha, granted auth. take depositions; NEW, Platt & Platt, Poughkeepsie N. Y., granted pet. intervene applic. WGNY, NEW, Pontiac Bcstg. Co., Pontiac, Mich., granted auth. intervene in hearing applic. King-Trendle Bcstg. Corp. for new station Pontiac; NEW, Trans Top Trans Radio Corp., Denver, granted auth. take depositions; NEW, Pinellas Bcstg., St. Petersburg, Fla., granted auth. take depositions.

APPLICATIONS DISMISSED—(without prejudice)—NEW, Frank Ray, Dickinson, N. D., CP 1310 kc, 100 w, 250 w LS unl.; WHIS, Bluefield, W. Va. mod. license 1410 kc, 1 kw, LS unl.; WGAN, Portland, Me., trans control of corp.; WROK, Rockford, Ill., mod. license, 1410 kc, 1 kw LS. unl.

WBRK, Waterbury, Conn.—License for CP as mod. new station.

NEW, Bamberger Brdcstg. Service, New York—License facsimile.

NEW, Dailey Paskman, New York—CP television, amended.

WIP, Philadelphia—CP increase power, amended to 5 kw N & D.

NEW, WKY, Oklahoma City—License for facsimile.

WRBL, Columbus, Ga.—Mod. CP change freq. etc., amended from WRBL Radio Station Inc. to Columbus Brdcstg. Co. Inc.

WTJS, Jackson, Tenn.—CP new trans., antenna.

KFNF, Shenandoah, Ia.—Mod. CP new trans., increase power etc., to change to directional N.

WEMP, Milwaukee—CP increase 100 to 250 w.

KSAL, Salina, Kan.—CP change 1500 to 1120 kc, increase 100 w 250 w D to 500 w 1 kw D.

KSD, St. Louis — Extension facsimile auth.

KGFJ, Los Angeles—Mod. license D to 250 w except when KPPC operates.

NEW, F. W. Meyer, Denver—CP 1310 kc 100 w 250 w D unl.

FEBRUARY 23

WDBO, Orlando, Fla. — Granted license for CP as mod. increase D 1 to 5 kw.

KVRS, Rock Springs, Wyo. — Granted mod. CP trans., studio sites, new radiator.

WTAD, Quincy, Ill., WAYX, Waycross, Ga.—Granted auth. take depositions.

SET FOR HEARING — W7XBD, Portland, Ore., mod. CP extend completion facsimile.

FEBRUARY 25

MISCELLANEOUS — WBAA, W. Lafayette, Ind., granted continuance hearing on move to Indianapolis; NEW, F. W. Meyer, Denver, granted auth. intervene applic. Mountain Top Trans Radio Corp., Denver; WQDM, St. Albans, Vt. denied continuance hearing applic. Pawtucket Brdcstg. Co.; NEW, Peter J. Caldarono, Providence, granted pet. acceptance appearance and continuance hearing 60 days; NEW, Kathryn B. Gosselin, Aurora, Ill., and NEW, King-Trendle Brdcstg. Corp., Grand Rapids, granted auth. take depositions.

Examiners' Reports . . .

NEW, Voice of Detroit, Detroit; NEW, Cadillac Bcstg. Corp., Detroit; NEW, WWPO, Pittsburgh; NEW, Times Ptg. Co., Chattanooga — Examiner Bramhall recommended (I-584) that applic. Voice of Detroit for CP 1120 kc 500 w 1 kw LS be denied; that applic. Cadillac Bcstg. Corp. for CP 1140 kc 500 w D be denied; that applic. WWPO, Pittsburgh, for CP 1120 kc 250 w unl. be denied; that applic. Times Ptg. Co., Chattanooga, for CP 1120 kc 500 w 1 kw LS unl. be denied.

NEW, Martin R. O'Brien, Aurora, Ill. —Examiner Irwin recommended (I-585) that applic. CP 1,250 kc 250 w D be granted.

NEW, Carl Latenser, Atchison, Kan.—Examiner Hill recommended (I-586) that applic. CP 1420 kc 100 w D be granted.

NEW, Young People's Assn. for Prop. of Gospel, Philadelphia—Examiner Dalberg recommended (I-587) that applic. CP 1,220 kc 1 kw be denied.

WNAX, Yankton, S. D.—Examiner Dalberg recommended (I-588) that applic. CP vol. transfer to S. Dakota Brdcstg. Corp. be granted.

KRGV, Weslaco, Tex.—Chief Examiner Arnold recommended (I-589) that applic. CP transfer control to O. L. Taylor, Gene Howe and T. E. Snowdon be granted.

Applications . . .

FEBRUARY 16-17

KBTM, Jonesboro, Ark.—Vol. assign license amended to Jay P. Beard, d/b Regional Bcstg. Co.

KNEL, Brady, Tex.—CP change 1500 to 1340 kc, change trans. site.

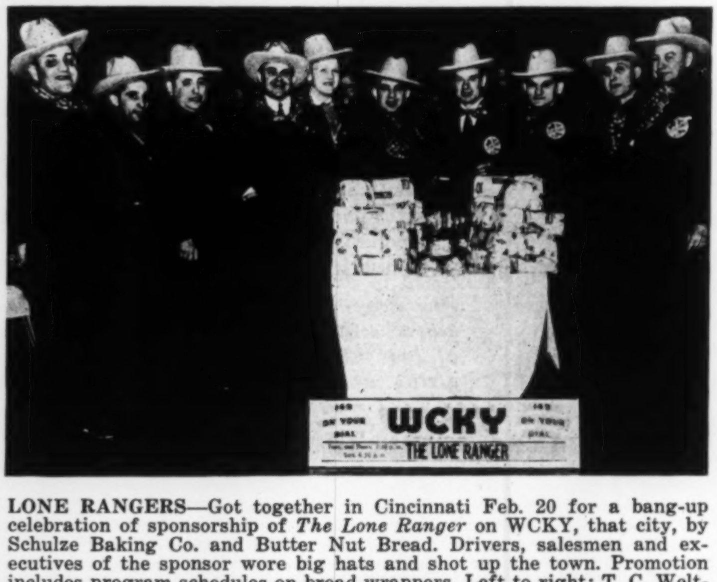
WSAU, Wausau, Wis.—CP change D to 250 w.

WHBF, Rock Island, Ill.—Invol. transfer of control to J. W. Potter Co. et al.

KTKC, Visalia, Cal.—CP change 1190 to 890 kc, 250 w D to 1 kw unl.

FEBRUARY 19

WFIL, Philadelphia—Mod. CP as mod. new equip., antenna, increase power, to extend completion.



LONE RANGERS—Got together in Cincinnati Feb. 20 for a bang-up celebration of sponsorship of *The Lone Ranger* on WCKY, that city, by Schulze Baking Co. and Butter Nut Bread. Drivers, salesmen and executives of the sponsor wore big hats and shot up the town. Promotion includes program schedules on bread wrappers. Left to right: T. C. Weltmer, assistant general manager of Interstate Bakeries, Kansas City (parent company of Schulze); R. E. Hudson, superintendent of cake production, Schulze Baking Co., Cincinnati; John H. Hart, sales manager, Schulze; R. L. Nafziger, president Interstate Bakeries; L. P. Ness, Schulze office manager; James S. Fugett, Schulze Cincinnati manager; E. M. Costello, Los Angeles vice-president Interestate; P. C. Wermuth director of production, Schulze; A. H. Hartman, cake sales manager, Cincinnati; R. J. Potts of R. J. Potts & Co., Kansas City.

KBTM, Jonesboro, Ark.—Vol. assign. license, change assignee to Jay P. Bear d-b Regional Brdcstg. Co.

KNEL, Brady, Tex.—CP change 1500 t 1340 kc, change trans. site.

WSAU, Wausau, Wis.—CP change D to 250 w.

WHBF, Rock Island, Ill.—Invol. transfer control to J. W. Potter Co., Marguerite F. Potter, John W. Potter, Be H. Potter.

KTKC, Visalia, Cal.—CP change 119 to 890 kc, new trans., antenna, change 250 w to 1 kw, D to unl.

NBC Program Log Is 70% Sustaining

RCA Annual Report Reveals 1937 Net of $9,024,858

WHILE NBC handles more sponsored programs and takes in more revenue from advertisers than any other network system in the world it renders at the same time the largest volume of sustaining service, with a ratio of 70% sustaining to 30% commercial, according to the annual report of its parent company, RCA, made public Feb 26 over the signatures of James G. Harbord, chairman, and David Sarnoff, president.

The report, covering all RCA subsidiaries, is the only one actually issued to stockholders covering NBC activities. It showed a gross income of $112,639,497 for all RCA companies for 1937, with a net profit of $9,024,858. Though RCA does not break down the revenues of component companies 1937 network figures show that the NBC-Red represented $27,171,96 and the Blue network $11,479,32 of the gross. The 1937 figures showed a profit margin of 8% on the gross of RCA, with the dollar volume 11.3% higher than in 1936.

Toscanini Popular

Among NBC's 20,000 program hours last year, sustainings included the Toscanini series, Metropolitan Opera, Walter Damrosch Town Meeting, religious programs and scientific features. Reaction to the Toscanini series was particularly noteworthy, it said, adding that these programs from the business standpoint have "not only increased the listening audiences of the NBC and its affiliated stations but they also have stimulated the response of these listeners to radio's advertising appeal."

During the year 41 stations were added to NBC networks bringing the total to 143. In facsimile and television there was continued development. Clearer and larger television images were developed through heightened sensitivity of the Iconoscope; while mobile television units for outside pickups were acquired. Active preparation for facsimile transmission of type matter, pictures and other visual material was announced. Established broadcasting stations, the report said, are employing it for transmission of news bulletins and pictorial information to homes in their service areas and plans are being developed for field tests.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

QUAKER OATS Co., Chicago (Puffed Wheat & Rice), on Feb. 28 started for 52 weeks, *Dick Tracy*, transcription serial, on 4 Don Lee stations (KHJ, KFRC, KGB, KQW) Mon. thru Fri., 8-8:15 p. m. (PST). Agency: Sherman K. Ellis, Chicago.

WANDER Co., Chicago (Ovaltine) on Feb. 28 started for 52 weeks *Little Orphan Annie*, transcription series, on 8 Don Lee stations (KHJ, KGB, KDB, KFXM, KPMC, KFRC, KALE, KOL), Mon. thru Fri., 5:45-6 p. m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

ALLIS-CHALMERS MFG. Co., Milwaukee (farm machinery), on Feb. 19 started *Renfro Barn Dance* on 4 MBS stations (WLW, WHK, WHKC, CKLW), Sat., 7-7:30 p. m. for 20 weeks. Agency: Russell M. Seeds Co., Chicago.

KELLOGG Co., Battle Creek, Mich. (corn flakes), on Feb. 14 started for 52 weeks, *Howie Wing*, transcription serial, on 23 Don Lee Pacific Coast stations, Mon. thru Thurs., 5:30-5:45 p. m., and on KOL, KALE and KGA, 4:45-5 p. m. Agency: N. W. Ayer & Son, N. Y.

GENERAL FOODS Corp., New York (Postum), on Feb. 28 started for 52 weeks *Lum & Abner*, on 47 CBS stations, Mon., Wed., Fri., 6:45-7 p. m. (EST), with repeat 8:15 p. m. (PST). Agency: Young & Rubicam, N. Y.

PEPSODENT Co., Chicago (toothpaste), on March 21 starts *Career Woman* on 5 NBC-Pacific Red stations, Mon. thru Fri., 1:15-1:30 p. m. (PST). Agency: Lord & Thomas, Chicago.

LAMBERT PHARMACAL Co., New York (Listerine shave cream), on March 22 starts *True Detective* on 3 Mutual stations (WOR WGN WLW) with eight to be added after daylight saving, Tuesday, 9:30-9:45 p. m. Agency: Lambert & Feasley, N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike), on March 30 renews for 13 weeks *Your Hollywood Parade* on 75 NBC-Red stations, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

C. F. MUELLER Co., Jersey City (macaroni), on March 14 renews for 10 weeks *Kitchen Cavalcade* on 7 NBC-Blue stations, Mon. thru Fri., 10:45-11 a. m. Agency: Kenyon & Eckhardt, N. Y.

GULF OIL Corp., Pittsburgh, has renewed *The Rambling Cowboy* twice weekly for 50 weeks on Texas Quality Network. Agency: Young & Rubicam, N. Y.

Two Way Communication

List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

Microphone Division

UNIVERSAL MICROPHONE CO., LTD.,

424 Warren Lane, Inglewood, Calif., U.S.A.

Gates Remote Equipment—

"Does a Better Job at a Lower Cost"

GATES RADIO & SUPPLY CO. Quincy, Ill.

RIGHTS TO BOOKS
Publishers Clarify Stand On Radio Programs

STATIONS wishing to broadcast dramatized versions of popular novels or any published books should get permission from the publisher before putting such programs on the air. Otherwise, it is contended, they are liable for damages under the laws covering copyright.

BROADCASTING is printing those statements at the request of a group of publishers who say that a number of stations have broadcast dramatic programs obviously taken from copyrighted publications. While in most cases the publishers are glad to obtain this free radio advertising for their books, there are times when such unauthorized broadcasts might interfere with the sale of the broadcast rights to a sponsor and in that case the station would probably be legally liable for the amount lost by the publisher. Again, authors sometimes reserve broadcast rights, in which cases neither broadcaster nor publisher can use the material on the air without the author's permission.

EMPLOYERS CASUALTY INSURANCE Co., Dallas, has renewed *The Music Parade*, Sun., 3 p. m., on Texas Quality Network, to run to Feb. 12, 1939. Agency: Ira E. DeJernett Agency, Dallas.

GILMORE OIL Co., Los Angeles (petroleum products), on Feb. 18 renewed for 52 weeks, *Gilmore Circus*, on 5 NBC Pacific Red stations and KMED, Medford, Ore., Fri., 9-9:30 p. m. (PST). Agency: Botsford, Constantine & Gardner, Los Angeles.

Network Changes

LAMONT, CORLISS Co., New York (Pond's) on April 4 moves *Those We Love* on 31 NBC-Blue stations from Tues., 8-8:30 p. m., to Mon., 8:30-9 p. m. Agency: J. Walter Thompson Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on Feb. 28 added 6 Calif. Radio System stations for *Hilltop House*, formerly on 56 CBS stations Mon. thru Fri., 5:45-6 p. m.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Supersuds), on Feb. 28 added 6 Calif. Radio System stations for *Myrt & Marge*, formerly on 58 CBS stations, Mon. thru Fri., 10:15-10:30 a. m. (repeat 4 p. m.).

AMERICAN TOBACCO Co., New York (Lucky Strike), on Feb. 22 expanded *Kay Kyser's Kampus Klass* on 2 Mutual stations from 45 minutes to an hour; Tues., 8-9 p. m.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Feb. 21 added 2 stations (CKLW, WAAB) to the 3 MBS stations (WOR, WGN, WLW) already carrying *True or False*, Mon., 10-10:30 p. m. Four more stations (KHJ, KFRC, KDB, KGB) will be added on March 7.

LEHN & FINK Products Co., Bloomfield, N. J. (Hinds), has expanded *Helen's Home* on Texas Quality Network to Mon.-Fri., 8:30-8:45 a. m., keyed from WBAP. Agency: Wm. Esty & Co., N. Y.

CLINIC—Titled *From the Outside Looking In*, the job clinic program of WIRE, Indianapolis, has produced an average of more than one job per program for the unemployed. Albert J. Beveridge Jr., WIRE announcer and special events man, the son of the late U. S. Senator Albert Beveridge, famous biographer of Lincoln, handles the program. He is shown at the microphone with some of the unemployed interviewees.

KQV, Pittsburgh, Joins Revised WLW-Line Net

HOOKUP of WLW, Cincinnati, and WMCA, New York (BROADCASTING, Feb. 15), which gives the Cincinnati super-power station two New York outlets for its programs, was accompanied by other changes in the WLW-Line setup. KQV, Pittsburgh outlet of the Line, was added to InterCity Network, eastern regional chain of which WMCA is key. WIP, InterCity station in Philadelphia, replaces WFIL as the outlet for WLW programs in that city.

For the present, at least, both WMCA and WHN will continue as New York outlets, giving sponsors who wish to connect Cincinnati and New York a choice of stations with different rates and also a double chance of finding a clear period in New York. At present both WMCA and WHN are carrying the Line's *Life of Mary Sothern* series, sponsored by Lehn & Fink for Hind's; WHN carries the Carson Robison series for Musterole, and WMCA broadcasts the *Mad Hatterfields* series for Lion Brand condensed milk, sponsored by Nestle's Milk Products Co. Neither New York station is carrying any sustaining programs of the Line.

CBS Stock Transactions

REPORT of the Securities & Exchange Commission for January made public Feb. 18, indicates the following transactions in CBS Class A stock. Isaac D. Levy, Philadelphia, CBS director, disposed of 58 shares by gift reducing his holdings to 64,902 shares. Leon Levy, Philadelphia, CBS director, sold 31 shares, bringing his total holdings to 38,100 shares of Class A stock. He also sold 24 shares of Class B stock reducing his B holdings to 44,900 shares.

WALTER BIDDICK Co., Los Angeles, has been appointed exclusive Pacific Coast representative of KARM.

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

One of the most significant developments in radio service since Broadcasting began

FINCH
TELECOMMUNICATIONS LABS., Inc.
•
37 W. 57th ST., NEW YORK CITY
PLAZA 5-6570

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

NOW $40 Each

Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

GT-3
D-2
K-2
D-104

ASTATIC

New, Type G Grip-to-Talk Desk Stand

Made with relay operating switch for remote control of amplifiers and transmitters through suitable relay systems. Interchangeable socket connector to accommodate microphones illustrated. Most practical combination stand made. Complete with 8-ft. two-wire cable.

See Astatic Jobber or write for literature.

Combination List Prices

GT-3 Mic. & Stand $30.00
GD-2 Mic. & Stand 30.00
GK-2 Mic. & Stand 32.50
GD-104 Mic. & Stand 27.50
(Type G Stand Alone, 10.00)

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. 0-9 • Youngstown, Ohio
Licensed under Brush Development Co. Patents

Merchandising & Promotion

Swift Seeds—Canadian Affiliation—Sterling Dishes—By the Tail—Decalcomania of WLTH

Swift Gives Seeds

SWIFT & CO. (Allsweet margarine), in conjunction with its spot campaign embracing more than 50 stations nationally which started in the South Feb. 3 and on the West Coast Feb. 10, has a flower seed offer of "Snow White and the Seven Dwarfs" valued at 75c, given to listeners sending in 10c together with proof of purchase. Complete list of stations follows:

South—Five spot announcements weekly on WWL WSB WTOC WBT WPTF WFBC WIS WWVA WRVA (6 a week) WDBJ WHAS WLAP WPAD WJNO WWNC WOAI KTRH KPRC WFAA-WBAP KFH KARK WIBW KGNO and KFBI. West — Participation on *Fletcher Wiley's Protective League* on KNX and *Feminine Fancies* on complete Oregon and California groups of Don Lee network; five weekly announcements on KOY and KGAR.

In New England instead of a seed offer, a tumbler offer is being given. Participation there is on the following Yankee stations: WNAC WTAG WCSH WTIC WICC WEAN WLBZ. In addition, two Vermont stations, WQBM and WDEV, are being used. J. Walter Thompson Co., Chicago, handles the Allsweet account.

* * *

Sterling Dishes

STERLING PRODUCTS Inc., New York (Phillips' toothpaste), has recently started announcement of premium offers on three programs. *How to Be Charming*, *Lorenzo Jones*, and *Waltz Time*, all on the NBC-Red network with a total of 87 stations. The offer includes a glass dish to be given bv druggists with purchase of the toothpaste. Agency is Blackett-Sample-Hummert Inc., New York.

* * *

Voices for Salesmen

FRANK H. LEE Co., New York, is using the voice of George H. Combs Jr., its commentator on WHN, New York, and that of Alfred G. Keeshan, sales manager, on five-minute recordings which are played for dealers on portable phonographs carried by the company's salesmen. The idea was conceived by Stewart Wark of the agency, Bermingham, Castleman & Pierce, New York.

* * *

New England Survey

YANKEE and Colonial Networks have issued a 16-page booklet listing succinctly the various merchandising tie-ins offered advertisers. Included is a survey of the grocery and drug fields as well as map-ographs showing each county in New England drawn in proportion to its relative commercial importance in the State.

* * *

Memphis Promotes

UTILIZING an actor's experience in Alaska during the gold rush, WREC, Memphis, publicized an episode of the Atlas *Ports of Call* series with feature stories, an air interview and station break announcements. The series is sponsored by Memphis Power & Light Co.

WOR-Mutual at Show

THE National Sportsmen's Show, opening in Grand Central Palace, New York, on Feb. 18, included an exhibit, "Around the Clock with WOR-Mutual," arranged by Bob Edge, the network's hunting and fishing authority and head of its special features division. The display showed the division's sports activities, in photographic mural, and contained information about stations. Mr. Edge broadcast a series of weekly Mutual sports commentaries from the booth at the exposition on Feb. 19. Another program from the show was heard Feb. 21, called *Echoes of British West Africa*.

* * *

Canada Promotes

ANNOUNCING affiliation of the three stations of the Northern Broadcasting Co. Ltd. — CJKL, Kirkland Lake, Ont., CKGB, Timmins, Ont. and CFCH, North Bay, Ont.—with the CBC, 15,000 copies of the *CJKL Radio Special* were distributed in the three cities; banners were placed on cars, trucks and buses; hundreds of window displays featured store windows, and 20-word station breaks were broadcast over all three stations for two weeks.

* * *

Connecticut Folder

WNLC, New London, Conn., has issued a promotion folder showing market, coverage and population data and claiming that WNLC has won first place on the dials of 95.2% of the radios in its coverage area. A map and cuts of its staff are included.

* * *

PICK Your Thrill is the title of NBC's latest promotion piece, an eight-page 11x14-inch folder containing an article by A. A. Schecter, director of news and special events for the network, describing special events in broadcasting.

NEW WRINKLES—On Red Joyner's *Felber Street Reporter* on WHKC, Columbus, involve both technical and merchandising departures. As the interviewee appears before Joyner's breast-plate microphone (note photo) a photographer takes a candid shot, which is mailed to the person in the picture next day by Charles Lutz, who handles the commercials, with the compliments of the sponsor. Felber Biscuit Co., sponsor, also gives each interviewee an order for a pound of Felber Toasts, a butter cracker, which is redeemable at any grocer.

Cosmetic Offers

ELIZABETH ARDEN, New York, on Feb. 22 announced the winner of her "Cinderella" contest conducted on the *Hour of Charm* program, and meanwhile had started a second contest, which ran to March 1. In each contest the writer of the best letter on her beauty problems was to be brought to New York for a three-week visit. Judges are Mrs. Hortense Odlum, president of Bonwit Teller; Mary Lewis, vice-president of Best & Co., and Dorothy Shaver, vice-president of Lord & Taylor, New York department stores. The Arden program is heard on the Mutual network, through Cecil, Warwick & Legler, New York.

* * *

Golden Gate Tieup

RADIO, newspaper and the theater have been welded in a triple tieup in San Francisco in a promotion scheme benefiting all three. KGGC, San Francisco, and KLS, Oakland, broadcast a question and answer type of program, of which both the questions and answers are submitted by the audience. Entrants whose questions are used are given tickets to the President Theatre, where the broadcasts of the answers are presented each Sunday afternoon for a half hour. The *San Francisco Chronicle*, morning daily, promotes both the stations and the theater by printing a batch of questions daily.

* * *

Mutual Brochure

MUTUAL has issued a brochure of maps and market facts showing a three-fold breakdown of stations and indicating 11,880 market combinations. The brochure is complete with cities and territories served by MBS, radio homes, population and figures on retail sales.

* * *

Bear Catching

LARGE YELLOW and black folder released by WBBM, Chicago, announces "We Caught a Bear by the Tail" and tells about a sponsor who took a program opposite Fred Allen and had 26,074 requests for inexpensive premiums. The "bear" was the fact that 26 times as many premiums were requested than had been anticipated. You, too, may catch a bear, says WBBM.

* * *

Minute Man Paper

WEEKLY news sheet is published by WALR, Zanesville, including program listings, editorials, station promotion columns and a contest called "Minute Man". WALR gives dollar bills each week to contest winners and the contest is tied in with a studio program so that entrants have to read the paper.

* * *

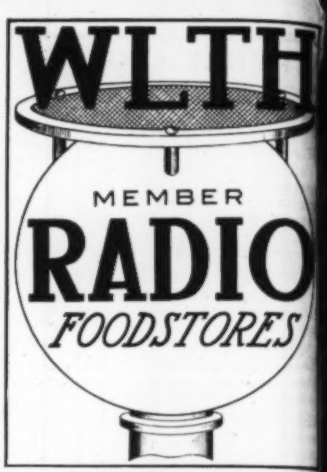
Just Folks

WHO, Des Moines, has issued its *1938 Picture Book* crammed with cuts of personnel and artists. The booklet includes pictures of equipment and studios as well as group photos of amateur programs. Emphasis is placed on the station's "just folks" atmosphere.

* * *

Marco Pet Pix

MARNEY FOOD Co., Huntington Park, Cal. (Marco Dog & Cat Food), sponsoring the *Marco Juvenile Revue* on KNX, Hollywood, is offering a large photograph of a famous pet in return for 12 labels from its product and ten cents which covers postage.



WLTH Decalcomania

ON THE evening of Feb. 1 some 200 Brooklyn grocers an their wives assembled in Genera Baking Co.'s South Brooklyn pla as an invited studio audience of special one-hour broadcast in the honor as retailers of the Bo Bread which is baked in tha plant. Program, second of a seri of three which is expected to b come a regular weekly feature, w broadcast in Jewish on WLT Brooklyn, and in its commerci phases devoted little more time t Bond Bread than it did to pluggi the WLTH Radio Food Merchant of which its guests were member

This organization was launch last August by Samuel Gellar WLTH owner and manager, as t main part of a scheme to ma national advertisers WLTH co scious. Members—468 at last cou —agree to keep their merchandi wholesome, their premises clea their prices right. The window each store bears a large red a black and gold decalcomania proclaiming its membership. The station, in turn, plugs these store with frequent announcements an sends its inspectors on regula visits to make sure that the storekeeper is maintaining the prop standards and to assist him i merchandising products advertise on WLTH. Counter cards and window streamers are supplied whic advertise the product, program an organization in English and Je ish. The inspectors also take no of each store's present stock advertised merchandise and competitive brands and pass alon their findings to salesmen.

Special broadcasts, with WLT Radio Food Merchants as invite guests, are another part WLTH's plan to bring the man facturer and dealer into close more profitable, contact. The Bo Bread broadcast was preceded by domestic science demonstration a few unusual uses of bread cooking and was followed by tour of the bakery in which th grocers were shown the comple mixing and baking of the ve bread that they would be selli in their stores the following da

Result of these organizing a tivities, which take the full ti of two men, has been an incr in sales to Brooklyn's sizeab Jewish population for WLTH spo sors that has led to increased bi ing for the station. Mr. Gella says that advertising agenci which formerly had little time give to his salesmen are now i viting them to come in and te them how their clients may al cash in on this market.

There Are Two Stories In This Picture
And The SAME Two Stories Here
COLGATE
HINDS

HERE is a typical retail drug store scene. Nothing unusual about it . . . it's simply an average store. If you were in the store, however, you would discover that certain merchandise commands customer attention . . . gets preferred and more dominant sales display. That indicates dealer interest . . . *dealer support.* And particularly you would notice the preponderance of *WLW-advertised* products in this preferred "sales area."

—Here, just as in the Grocery picture, is evidence that

ONE . . . Dealers give WLW-advertised products "front line" display.

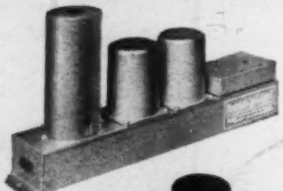
TWO . . . WLW's development of "Dealer Support" for its advertisers in bringing in definite and profitable advertising returns.

★ **WLW-THE NATION'S STATION • CINCINNATI**

NEW! RCA HIGH FIDELITY CHASSIS MOUNTED AMPLIFIERS

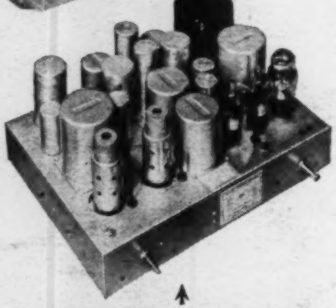
Here they are! A complete new line of high fidelity amplifiers. Designed primarily for stringent broadcasting requirements, they are low in cost, convenient to use.

Constructed on standard chassis bases, these units may be mounted in racks by the use of standard shelf and panel assemblies such as the 36-A, shown below. Frequency response of each unit is unusually flat over the range of 30 to 10,000 cycles and distortion and hum level are remarkably low. The variety of units available provides for almost every conceivable broadcast amplifier service.



RCA 85-A Preamplifier

A small single stage unit having a gain of 30 db. Input impedance 30 and 250 ohms. Output impedance 250 ohms. Six of these may be mounted on one 36-A shelf. Dimensions 2½″ wide by 12½″ deep by 6″ high. Plate power obtainable from any RCA Program type Amplifier. One filament transformer will operate six 85-A's.



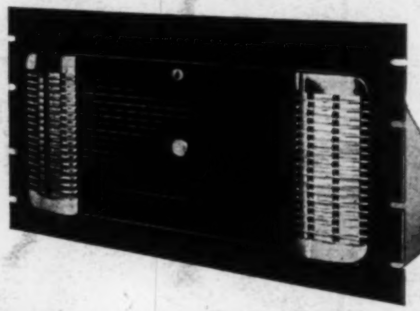
RCA 84-A Program Amplifier

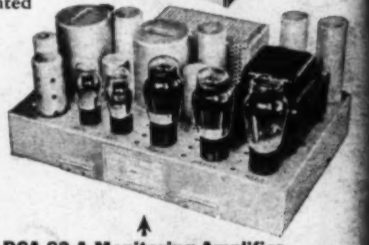
A line or program amplifier having an over-all amplification of 75 db max. Input impedance, 250, 500 or 20,000 ohms. Output impedance 250 and 500 ohms. Supplies plate voltage for one to six 85-A units. Provided with gain control. Dimensions 16″ x 13″ x 7⅜″. A. C. operated.

RCA 83-B Isolation Amplifier

A two stage unit for feeding several circuits from one source. Over-all gain 46 db max. Input impedance 500 and 22,000 ohms. Output impedance 500, 250, 125, 62.5 and 10.5 ohms. Max. Output Level plus 10 db for 1% distortion or plus 20 db for 3.5% distortion. Dimensions 8″ x 13½″ x 8″. A.C. operated. Two 83-B's may be mounted on one 36-A shelf.

RCA 36-A MOUNTING SHELF AND PANEL ASSEMBLY





RCA 82-A Monitoring Amplifier

A low distortion amplifier employing feedback with 8 watts maximum output for loudspeaker use. Over-all gain 67 db. Input impedance 500 and 20,000 ohms. Output impedances 500, 15, 7½, 5 ohms. External gain control. Dimensions 16″ x 10″ x 7″. A. C. operated.

For full details, write to the nearest district office.

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

NEW YORK: 1270 SIXTH AVENUE • CHICAGO: 589 E. ILLINOIS STREET • ATLANTA: 490 PEACHTREE STREET, N.
DALLAS: 2211 COMMERCE STREET • SAN FRANCISCO: 170 NINTH STREET • HOLLYWOOD: 1016 N. SYCAMORE AVEN

RCA tubes set the standard for broadcasting service.